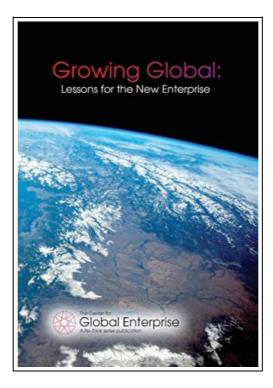
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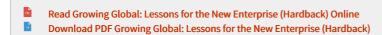
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GROWING GLOBAL: LESSONS FOR THE NEW ENTERPRISE (HARDBACK)



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Center for Global Enterprise, 2015. Hardback. Condition: New. Language: English . Brand New Book ****** Print on Demand *****. The modern corporation exists in a world today defined by speed, scale, connectivity. But while technological advances have made it easier to operate across borders, managing a Globally Integrated Enterprise (GIE) remains a challenge for business leaders. Growing Global: Lessons for the New Enterprise, published by the Center for Global Enterprise (CGE), examines the forces transforming global business how leaders can apply real-world management lessons to their organizations. Growing Global draws from the insight experience of accomplished global leaders affiliated with the CGE. The authors describe key drivers of global economic integration - such as information networks, mobility, disruptive technologies. And they focus on what s changed over the past decade what they expect will change in the decade ahead. Growing Global offers recommendations that can help guide business leaders from all backgrounds, industries, and those simply curious about management and contemporary business models: Beyond Translation: Shelly Lazarus, former worldwide CEO of Ogilvy Mather, examines how to build a global brand that transcends borders, yet resonates locally. Company Culture: The Foundation for Lasting Performance: Douglas Haynes, President of Point72 Asset Management and former Director at McKinsey Company, argues that shaping a positive company culture should be management s number one priority due to its leveraging impact on performance. A Market Force Like No Other: Chris Caine, President of CGE, IBM s former VP for governmental programs, explains how companies can optimize their relationships with governments the crucial importance of building government trust. Spurring Creative Genius for Society s Benefit: David Kappos, former Director of the U.S. Patent Trademark Office, discusses IP megatrends impacting the global economy. Advantage: Supply Chain: Jean-Pascal Tricoire, Chairman CEO of Sch



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