

Contents

Foreword <i>Jeffrey E. Garten</i>	ix
Preface	xiii
Acknowledgments	xix
1. Rising Up to the Global Challenge	1
2. Building Global Presence	25
3. Lessons from the Globalization of Wal-Mart	57
4. Exploiting Global Presence	79
5. Cultivating a Global Mindset	115
6. Building a Global Knowledge Machine	153
7. Dynamics of Global Business Teams	189
8. Globalizing the Young Venture	217
9. Leveraging China and India for Global Dominance	237
Notes	267
The Authors	279
Index	281

