# Contents

Foreword  ix  
Jeffrey E. Garten  
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  
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