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Widely acclaimed for its perceptive insights into the management of companies operating in an international environment, "Managing Across Borders" has established itself as a landmark book. Bartlett and Ghoshal describe the emergence of a revolutionary corporate form - the transnational - and reveal how the nature of the global competitive game has fundamentally changed."Highly readable! Valuable lessons for companies in a wide range of industries and sizes-indeed, almost any organization

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Managing Across Borders The Transnational Solution

Bartlett is the MBA Class of 1996 Professor of Business Administration at Harvard Business School. Sumantra Ghoshal holds the Robert P. Baugham Chair of Strategic Leadership at London Business School and is the author of " The Individualized Corporation ".

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Organizing for Worldwide Effectiveness The Transnational

The concept of administrative heritage is explained more fully in Christopher Bartlett (op. cit.) and also in Bartlett, Christopher, Ghoshal, Sumantra, Managing Across Borders: New Strategic Requirements, Sloan Management Review (Summer 1987) pp. 7 17.

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Professor Christopher A. Bartlett received an economics degree from the University of Queensland, Australia (1964), and both the masters and doctorate degrees in business administration from Harvard University (1971 and 1979). As a practicing manager prior to joining the faculty of Harvard Business

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