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**Managing Across Borders The
Transnational Solution By
Bartlett Christopher A
Ghoshal Sumantra Harvard
Business Review Press 2002
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Communities across Borders examines the many ways in which national, ethnic or religious groups, professions, businesses and cultures are becoming increasingly tangled together. It shows how this entanglement is the result of the vast flows of people, meanings, goods and money that now migrate between countries and world regions. Now the effectiveness and significance of electronic technologies for interpersonal communication (including cyber-communities and the interconnectedness of the global world economy) simultaneously empowers even the poorest people to forge effective cultures stretching national borders, and compels many to do so to escape injustice and deprivation.

In light of postcolonial and feminist critiques of 'experience' and 'identity', how can feminists engage stories of marginalized peoples' experience in the development of feminist theories and modes of activism that take account of the diversity of women's

situations? How can feminists use the powerful tools of storytelling in ways that do not essentialize or objectify marginalized women? Shari Stone-Mediatore brings together the theoretical perspectives of Hannah Arendt and postcolonial theory to develop a 'post-positivist' account of narrative which can form the basis for a progressive feminist politics.

Globalization has had a sharp impact on the definition of 'national security,' as the interconnectedness of many threats calls for them to be addressed at the national and global level simultaneously. Law enforcement efforts must increasingly include elements of international and transnational communication and cooperation. Police forces in different countries must find common ways to share data and track international crime trends. This timely work analyzes key challenges confronting the law enforcement community, with regards to international crime, particularly illegal trafficking and terrorism. The contributions in this volume are the result of a series of workshops that brought together international law enforcement officials, researchers, and representatives from intergovernmental organizations (IGOs) and non-governmental organizations (NGOs), to examine the need for international police cooperation, the specific challenges this presents, and to propose solutions. This work will be of interest to researchers in law enforcement,

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criminal justice, crime prevention, and
international relations.

"Civil wars are the dominant form of violence
in the contemporary international system, yet
they are anything but local affairs. This
book explores the border-crossing features of
such wars by bringing together insights from
international relations theory, sociology and
transnational politics with a rich
comparative-quantitative literature. It
highlights the causal mechanisms - framing,
resource mobilisation, socialisation, among
others - that link the international and
transnational to the local, emphasising the
methods required to measure them.
Contributors examine specific mechanisms
leading to particular outcomes in civil
conflicts ranging from Chechnya, to
Afghanistan, to Sudan, to Turkey.
Transnational Dynamics of Civil War thus
provides a significant contribution to
debates motivating the broader move to
mechanism-based forms of explanation, and
will engage students and researchers of
international relations, comparative politics
and conflict processes"--

The Transnational Solution

New Immigrants and Transnational Cultures

Citizenship Across Borders

Transnational Management

Coalitions Across Borders

Farming across Borders

Ambiguous Borders, Connected Domains

Rebellion, insurgency, civil war-conflict

within a society is customarily treated as a matter of domestic politics and analysts generally focus their attention on local causes. Yet fighting between governments and opposition groups is rarely confined to the domestic arena. "Internal" wars often spill across national boundaries, rebel organizations frequently find sanctuaries in neighboring countries, and insurgencies give rise to disputes between states. In *Rebels without Borders*, which will appeal to students of international and civil war and those developing policies to contain the regional diffusion of conflict, Idean Salehyan examines transnational rebel organizations in civil conflicts, utilizing cross-national datasets as well as in-depth case studies. He shows how external Contra bases in Honduras and Costa Rica facilitated the Nicaraguan civil war and how the Rwandan civil war spilled over into the Democratic Republic of the Congo, fostering a regional war. He also looks at other cross-border insurgencies, such as those of the Kurdish PKK and Taliban fighters in Pakistan. Salehyan reveals that external sanctuaries feature in the political history of more than half of the world's armed insurgencies since 1945, and are also important in fostering state-to-state conflicts. Rebels who are unable to challenge the state on its own turf look for mobilization opportunities abroad. Neighboring states that are too weak to prevent rebel access, states that wish to

foster instability in their rivals, and large refugee diasporas provide important opportunities for insurgent groups to establish external bases. Such sanctuaries complicate intelligence gathering, counterinsurgency operations, and efforts at peacemaking. States that host rebels intrude into negotiations between governments and opposition movements and can block progress toward peace when they pursue their own agendas.

A transnational approach to understanding and analyzing knowledge circulation. Focusing on what happens to knowledge at national borders, rather than treating it as flowing like currents across them, or diffusing out from center to periphery, the contributors to this collection stress the human intervention that shapes and drives how knowledge is processed, mobilized, and repurposed in transnational transactions to serve differing and uneven interests, constraints, and environments. The chapters consider both what knowledge travels and how it travels across borders of varying permeability that impede or facilitate its movement. They look closely at a vast range of platforms and objects of knowledge, from tangible commodities--like hybrid wheat seeds, penicillin, Robusta coffee, naval weaponry, and high-performance computers--to the more conceptual apparatuses of telecommunications, statistics, and food sovereignty. Moreover, this volume decenters the Global North, tracking how knowledge

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moves along multiple paths across the borders of Mexico, India, Portugal, Guinea-Bissau, the Soviet Union, China, Angola, and Palestine and the West Bank, as well as the United States and United Kingdom. The variety of the kinds of knowledge addressed in the chapters brings forth an extraordinary array of state and non-state actors and institutions committed to performing the work needed to move knowledge across national borders.

'Coalitions Across Borders' examines aspects of transnational movements that mobilise in protest against the inequities of the neo-liberal international order.

One of the first anthologies to focus on Mexican dance practices on both sides of the border

The Transnational Solution. Program applications

Europe Without Borders

Crossing Borders, Crossing Cultures

The Transnational Solution. Discussion leaders' guide

The Transnational Middle East

Public-Private Cooperation in Transnational Regulation

Policing Across Borders

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This handbook combines the perspectives of communication studies, economics and management, and psychology in order to provide a comprehensive economic

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view on personal and mass communication. It is divided into six parts that comprise: 1. an overarching introduction that defines the field and provides a brief overview of its history (1 chapter) 2. the most commonly used theoretic frameworks for the analysis of communication economics and management (4 chapters) 3. the peculiarities of the quantitative and qualitative methods and data used in the field (3 chapters) 4. key issues of the field such as the economics of language, labor in creative industries, media concentration, branding etc. (10 chapters) 5. descriptions of the development, trends and peculiarities of the field in different parts of the world, written by scholars from respective region (10 chapters) 6. reflections on future directions for the field, both from a managerial and from an economics perspective (1 chapter). The authors of individual chapters represent different academic disciplines, research traditions, and geographic backgrounds. The reader will thus gain multifaceted insights into the management and economics of communication.

Contributors: Barbara Baird, Niklas Barke, Anna Bogic, Hayley Brown, Lori A. Brown, Cathrine Chambers, Ewelina Ciaputa, Gayle Davis, Mary Gilmartin, Agata Ignaciuk, Sinéad Kennedy, Lena Lennerhed, Jo-Ann MacDonald, Colleen MacQuarrie, Jane O'Neill, Clare Parker, Christabelle Sethna, Sally Sheldon

This is a new edition, with a new edition and three new chapters, of the definitive guide to the management of

companies in today's global environment. Since its first publication in the US in 1989 it has established its authors as the leading authorities on the subject of the 'transnational' company. It is based on their studies of a diverse group of multinational companies including Procter and Gamble, Unilever, General Electric, Philips, Matsushita, ITT, Ericsson and NEC. The characteristics of these multinationals and the process described by Bartlett and Ghoshal provide valuable lessons on how to develop the organizational structures, administrative processes and management perspective necessary to achieve global success.

Dancing Across Borders

Cities Beyond Borders

Transnational and Comparative Perspectives

Transnational Travel and Access to Abortion Services

A Transnational History of the North American West

Food Across Borders

Storytelling and Knowledges of Resistance

Connecting migration studies and the theory of valuation, this collection offers an interdisciplinary approach to the study of transnational music practices. Conceiving music as a practice not confined to audibility, the contributions reveal how music emerges in concrete situations through people, objects, techniques, meanings, and emotions in different parts of the world and during different historic periods. Values are thereby created and shared, and creative processes are evaluated in

terms of diversity, space and exchange. This book presents cases of contemporary, popular and traditional music, festivals and trade fairs, albums and band projects, shedding light on the tensions between the transfer, reconstruction and creation of music in different contexts.

'Global Unions' features research from scholars around the world on the range of innovative strategies that unions use to adapt to different circumstances, industries, countries, and corporations in taking on the challenge of mounting cross-border campaigns against global firms.

Contributors to this volume address such topics as how Europeans now see themselves in relation to national identity, whether they identify themselves as citizens of a particular country or as members of a larger socio-political entity, how both natives and immigrants experience national and transnational identity at the local level, and the impact of globalization on national culture and the idea of the nation-state.

This multisited ethnography provides a rich account of the costs of global neoliberal economic policy for families in the global south. With a focus on Senegalese migrants in Europe and their wives who are left behind, Hannaford illustrates how new understandings of intimacy, gender, and class are forged in a culture of migration.

Transnational Dynamics of Civil War

Abortion across Borders

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Transnational Insurgencies in World Politics
Transnational Protest and the Neoliberal Order
Books Across Borders

Students Between the US and Mexico

Sikhs Across Borders

Books Across Borders: UNESCO and the Politics of Postwar Cultural Reconstruction, 1945-1951 is a history of the emotional, ideological, informational, and technical power and meaning of books and libraries in the aftermath of World War II, examined through the cultural reconstruction activities undertaken by the Libraries Section of the United Nations Educational, Scientific and Cultural Organization (UNESCO). The book focuses on the key actors and on-the-ground work of the Libraries Section in four central areas: empowering libraries around the world to acquire the books they wanted and needed; facilitating expanded global production of quality translations and affordable books; participating in debates over the contested fate of confiscated books and displaced libraries; and formulating notions of cultural rights as human rights. Through examples from France, Poland, and surviving Jewish Europe, this book provides new insight into the complexities and specificities of UNESCO ' s role in the realm of books, libraries, and networks of information exchange during the early postwar, post-Holocaust, Cold War years.

This volume explores the challenges and possibilities of research into the European

dimensions of popular print culture. Popular print culture has traditionally been studied with a national focus. Recent research has revealed, however, that popular print culture has many European dimensions and shared features. A group of specialists in the field has started to explore the possibilities and challenges of research on a wide, European scale. This volume contains the first overview and analysis of the different approaches, methodologies and sources that will stimulate and facilitate future comparative research. This volume first addresses the benefits of a media-driven approach, focussing on processes of content recycling, interactions between text and image, processes of production and consumption. A second perspective illuminates the distribution and markets for popular print, discussing audiences, prices and collections. A third dimension refers to the transnational dimensions of genres, stories, and narratives. A last perspective unravels the communicative strategies and dynamics behind European bestsellers. This book is a source of inspiration for everyone who is interested in research into transnational cultural exchange and in the fascinating history of popular print culture in Europe.

Transnational Management offers a uniquely global focus on strategic development, organizational capabilities and management challenges.

Explores Sikh praxis and self-representation across geopolitical borders, with a focus on

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empirical research on Sikhs in Europe
(E)Valuating Space, Diversity and Exchange
Critical Trends in Transnational Cinema
How We Move and Communicate across Borders,
and Why It Matters
Management and Economics of Communication
Global Unions

Music Practices Across Borders

Managing Across Borders

The eight chapters in this book explore more than 150 years of the development of several modern sports – baseball, basketball, cricket, football, handball, ice hockey and lacrosse – across the two Americas, Asia, Australia and Europe, some analysing a century of events since the mid-nineteenth century and some only a few years in the very present. Drawing on the methods of history, international relations, political science, and sociology, the contributing authors examine various theories of sporting globalization. The chapters take a balanced look at the concepts of the nation state and the connected world, which are the substantive core around which modern human society is ordered. They construct stories of entanglements and convergences, from within and without the nation state, in which the national and the non-national are not mutually exclusive. The key features of this collection are how cultural elements are introduced to sport, how changes are perceived, how sporting practices and institutions can be defined at geopolitical and other levels, how we might conceptualize the perimeter of judging the national–transnational or the local–translocal paradigms, and how we could complicate the understanding of sport/knowledge transfer by ascribing different degrees

of importance to origin, process, purpose, outcome, personnel and network. This book is a multidisciplinary exploration into the development of modern sporting culture from global and transnational history perspectives. The chapters originally published as a special issue in *Sport in Society*.

'Transnationalism' refers to multiple ties and interactions linking people or institutions across the borders of nation-states. This book surveys the broader meanings of transnationalism within the study of globalization before concentrating on migrant transnational practices. Each chapter demonstrates ways in which new and contemporary transnational practices of migrants are fundamentally transforming social, political and economic structures simultaneously within homelands and places of settlement.

Transnationalism provides a much-needed single, clear and condensed text concerning a major concept in academic and policy discourse today. The book is for advanced undergraduate students, postgraduates and academics.

Essay from the year 2003 in the subject Business economics - Business Management, Corporate Governance, grade: Excellent (Grade A), University of Jyväskylä (School of Business and Economics; Department of Management and Leadership), course: Competitive Strategies, language: English, abstract: The book "Managing Across Borders, The Transnational Solution" by Christopher A. Bartlett and Sumantra Ghoshal is about the challenges of international business particularly in 1980s. The authors divided the book in three main parts. The first part, called "The Transnational Challenge," deals mainly with conceptual issues like the definition of multinational, global and

international companies as well as structural fit and administrative heritage. Accordingly this chapter of the book tries to answer the question "why" nowadays transnational organisations are needed. The second part, called "Characteristics Of The Transnational," describes mainly the three key attributes of the transnational organisation. Which are the integrated network configuration of assets and activities, flexibility due to specialised roles and responsibilities and last but not least the facilitation of learning due to multiple innovation processes. Therefore this part of the book considers the question "what" is the transnational organisation. The third part of the book, called "Building And Managing The Transnational" prescribes mainly what managers have to do in order to build and manage an organisation that corresponds to the model of the transnational organisation. This means that, this chapter tries to answer the question "how" can a transnational organisation be build. Not to mention there is a fourth part in the studied book, called "Appendix: Research Methology" in with the authors describe their method of research and data collection more detailed than within the first three parts of the book. Succeeding I am going to summarise the content of each part more detailed. Farming across Borders uses agricultural history to connect the regional experiences of the American West, northern Mexico, western Canada, and the North American side of the Pacific Rim, now writ large into a broad history of the North American West. Case studies of commodity production and distribution, trans-border agricultural labor, and environmental change unite to reveal new perspectives on a historiography traditionally limited to a regional approach. Sterling Evans has curated nineteen essays to explore the contours of "big"

agricultural history. Crops and commodities discussed include wheat, cattle, citrus, pecans, chiles, tomatoes, sugar beets, hops, henequen, and more. Toiling over such crops, of course, were the people of the North American West, and as such, the contributing authors investigate the role of agricultural labor, from braceros and Hutterites to women working in the sorghum fields and countless other groups in between. As Evans concludes, "society as a whole (no matter in what country) often ignores the role of agriculture in the past and the present." *Farming across Borders* takes an important step toward cultivating awareness and understanding of the agricultural, economic, and environmental connections that loom over the North American West regardless of lines on a map. In the words of one essay, "we are tied together . . . in a hundred different ways."

A Transnational Approach

Unnatural Narrative across Borders

Expanding the Borders of Transnational Cinema

Communities Across Borders

Reading Across Borders

Educating Across Borders

**Essay about Christopher A. Bartlett, Sumantra Ghoshal:
"Managing Across Borders: The Transnational Solution"**

This is the first book to address the learning experience of transfronterizxs, border-crossing students, in a dual language program. Educating Across Borders explains how transfronterizx language, literacy practices, and knowledge are used in the educational system.

"With deregulation, privatization, and information technology transforming competition, the transnational

model continually evolves. In a timely response to this dynamically changing business world, Bartlett and Ghoshal revisit their breakthrough concepts, updating the material with fresh examples drawn from today's leading global enterprises." "The second edition of Managing Across Borders builds on the authors' ongoing exploration of the transnational, with their current research extending and illuminating the findings of their earlier work. An entirely new section, "The Transformation Challenge," focuses on how several companies have implemented the book's concepts. We see firsthand the obstacles and opportunities to building an effective transnational organization. This new edition also includes an application handbook, a highly practical tool that helps readers translate the book's ideas into real-world action plans for their companies."--Jacket.

This book marks the 10th anniversary of the Routledge journal Transnational Cinemas, and its renaming to Transnational Screens. The introduction reflects on the changing ways in which film is produced, distributed and consumed with the emergence of streamed content providers. Each chapter expands on previous scholarship and interrogates key areas of transnational cinema. Taken together they revisit key concepts of transnational cinema; explore the relationship between transnational and world cinema; analyse performances of cosmopolitanism; examine exoticism and nostalgia in contemporary transnational cinema; present the 'rooted

transnationalism' of Moroccan diasporic filmmakers; reflect on how films from around the world convey 'foreignness'; consider cross border solidarity and collaboration behind transnational talent development; explore transnational film eco-criticism from the perspectives of governance and aesthetics; and reflect on the changing nature of transnational screen studies through the concept of second phase transnationalism. Written by leading scholars, this book looks at the key developments in the field of transnational film and screen studies. The chapters were originally published as a special issue of the journal, Transnational Screens. Drawing on a body of research covering primarily Europe and the Americas, but stretching also to Asia and Africa, from the mid-eighteenth century to the present, this book explores the methodological and heuristic implications of studying cities in relation to one another. Moving fluidly between comparative and transnational methods, as well as across regional and national lines, the contributors to this volume demonstrate the necessity of this broader view in assessing not just the fundamentals of urban life, the way cities are occupied and organised on a daily basis, but also the urban mindscape, the way cities are imagined and represented. In doing so the volume provides valuable insights into the advantages and limitations of using multiple cities to form historical inquiries.

Transnational Practices of European Sikhs

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***Comparative and Transnational Approaches to Urban
History***

***The Political Transnationalism of El Migrante
Living, Learning, and Languaging Across Borders
South and East Asian Cinemas Across Borders
Transnational Screens***

***Challenging Transnational Capital Through Cross-
border Campaigns***

This edited volume focuses on South and East Asian cinema, exploring transnational connections between these film industries from the point of view of narratives, topics and themes, as well as in terms of co-productions. At a time of resurgent nationalisms and increasing fortifications of (actual and symbolic) borders, the chapters in this book explore cinematic work that challenge these boundaries and promote a reflection on the social, cultural, political and economic value of international exchanges and collaborations within the context of Asia. Indeed, notwithstanding the aforementioned tendency to implement border policing and the revival of nationalist sentiments, South and East Asian cinemas retain a strong transnational character, as not only genres and themes are borrowed and exchanged across borders, but also the popularity of the Indian, Chinese and Korean film industries extend well beyond their national borders – within Asia as well as in the West. The chapters in this book were originally published as a special issue of *Transnational Screens*.

This book actively engages with current discussion of

narratology, and unnatural narrative theory in particular. Unsatisfied with the hegemony of European and Anglo-American narrative theory, it calls for a transnational and comparative turn in unnatural narrative theory, the purpose of which is to draw readers' attention to those periphery and marginalized narratives produced in places other than England and America. It places equal weight on theoretical exploration and critical practice. The book, in addition to offering a detailed account of current scholarship of unnatural narratology, examines its core issues and critical debates as well as outlining a set of directions for its future development. To present a counterpart of Western unnatural narrative studies, this book specifically takes a close look at the experimental narratives in China and Iraq either synchronically or diachronically. In doing so, it aims, on the one hand, to show how the unnatural narratives are written and to be explained differently from those Western unnatural narrative works, and on the other hand, to use the particular cases to challenge the existing narratological framework so as to further enrich and supplement it. The book will be useful and inspiring to those scholars working in such broad fields as narrative theory, literary criticism, cultural studies, semiotics, media studies, and comparative literature and world literature studies. Offers an analysis of cooperation between international organizations and private actors in creating transnational regulation.

Essay from the year 2003 in the subject Business

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Rebels without Borders

Remapping Territory, Citizenship, and Identity in a Transnational Age

Regulatory Integration Across Borders

UNESCO and the Politics of Postwar Cultural Reconstruction, 1945-1951

The Case of a Dual Language Program on the U. S. -Mexico Border

Transnational Spouses in Neoliberal Senegal

Global and Transnational Sport

The Middle East has been undergoing new crises since the powerful socio-political uprisings known as the Arab Spring took place in several countries in 2011. Some countries are experiencing a long-term collapse of their political and social structures out of internal conflicts and external interventions. The Transnational Middle East posits that, in the Middle East, the development of regional dynamics, of processes and circulations of all kinds, can be documented. In this regard, the approaches it develops — 'bottom-up' regionalisation, 'globalisation from below' — allow for a better understanding of the

ways in which the Middle East is part of global transformations. The book analyses how, through their practices, Middle East societies elaborate a regional space which is not institutionalised. Based on fieldwork in the Middle East, the book provides venues for further theoretical elaboration on globalisation and contemporary societies, as well as on processes of regionalisation. It draws on the emergence of genuine regional spaces of culture, art, economic activity, human circulation — which supplement and do not contradict other infra-national, national, or global social processes. As in other areas of the world, these transformations are to a large extent the mode of the Middle East's insertion into globalisation. In this respect, they go against standard narratives of the supposed 'exceptionalism' of the region. This book will be a great contribution to comparative politics, Middle Eastern studies, globalisation and international relations.

Citizenship across Borders offer a new way of looking at the emergent dynamics of transnational community development and electoral politics on both sides of the border.

Addressing the roles of education, language, and identity in cyclical migration, this book highlights the voices and experiences of transborder students in Mexico who were born or raised in the US. The stories develop a portrait of the lived realities, joys, and challenges that young people face across elementary,

secondary, and tertiary levels. The book not only discusses migration and education policies and pedagogies grounded in the fluid lives of these young people, but its photography also presents their experiences in a visual dimension that words alone cannot capture. This in-depth, multimodal study examines the interplay of language, power, and schooling as they affect students and their families to provide insights for educators to develop meaningful pedagogies that are responsive to students' border crossing experiences. *Living, Learning, and Languaging Across Borders* is a vital resource for pre- and in-service teachers, teacher educators, graduate students and scholars in bilingual and multilingual education, literacy and language policy, and immigration and education in the US, Mexico, and beyond. It offers important insights into the complex landscapes transborder students navigate, and considers policy and pedagogy implications that reject problematic assumptions and humanize approaches to the education and migration experiences of transborder students.

The act of eating defines and redefines borders. What constitutes "American" in our cuisine has always depended on a liberal crossing of borders, from "the line in the sand" that separates Mexico and the United States, to the grassland boundary with Canada, to the imagined divide in our collective minds between "our" food and "their" food. Immigrant workers have

introduced new cuisines and ways of cooking that force the nation to question the boundaries between “us” and “them.” The stories told in Food Across Borders highlight the contiguity between the intimate decisions we make as individuals concerning what we eat and the social and geopolitical processes we enact to secure nourishment, territory, and belonging. Published in cooperation with the William P. Clements Center for Southwest Studies, Southern Methodist University..

Transnationalism

Knowledge Flows in a Global Age

Danzas Y Bailes Mexicanos

Marriage Without Borders

People, Places, Borders

Law Enforcement Networks and the Challenges of
Crime Control

A study of the structure, growth, and future of transnational human travel and communication Increasingly, people travel and communicate across borders. Yet, we still know little about the overall structure of this transnational world. Is it really a fully globalized world in which everything is linked, as popular catchphrases like “global village” suggest? Through a sweeping comparative analysis of eight types of mobility and communication among countries

worldwide—from migration and tourism to Facebook friendships and phone calls—Mapping the Transnational World demonstrates that our behavior is actually regionalized, not globalized. Emanuel Deutschmann shows that transnational activity within world regions is not so much the outcome of political, cultural, or economic factors, but is driven primarily by geographic distance. He explains that the spatial structure of transnational human activity follows a simple mathematical function, the power law, a pattern that also fits the movements of many other animal species on the planet. Moreover, this pattern remained extremely stable during the five decades studied—1960 to 2010. Unveiling proximity-induced regionalism as a major feature of planet-scale networks of transnational human activity, Deutschmann provides a crucial corrective to several fields of research. Revealing why a truly global society is unlikely to emerge, Mapping the Transnational World highlights the essential role of interaction beyond borders on a planet that remains spatially fragmented. The economic liberalization of Eastern Europe, the single European market and the rise of industrialization in Asia call for a fresh

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approach to international business. This book shows how to analyze the economic, social and political changes and to develop appropriate responses.

*Now available in paperback, *Managing Across Borders* offers valuable insights into the management of companies operating in today's global environment. While much has been written about the forces of globalization, there has been little guidance on how to develop the organizational structures, administrative processes, & management perspectives to implement the new strategies. Bartlett & Ghoshal show the nature of the competitive game has fundamentally changed, requiring companies to capture global-scale efficiency, respond to national market needs, & develop a worldwide learning capability that drives continuous innovation. They explain why companies that operated on the traditional multinational, international, or global management models built only one or perhaps two of these strategic capabilities. What is required, Bartlett & Ghoshal suggest, is a new organizational form—the transnational.*

*Popular Print in Europe (1450–1900)
Mapping the Transnational World*