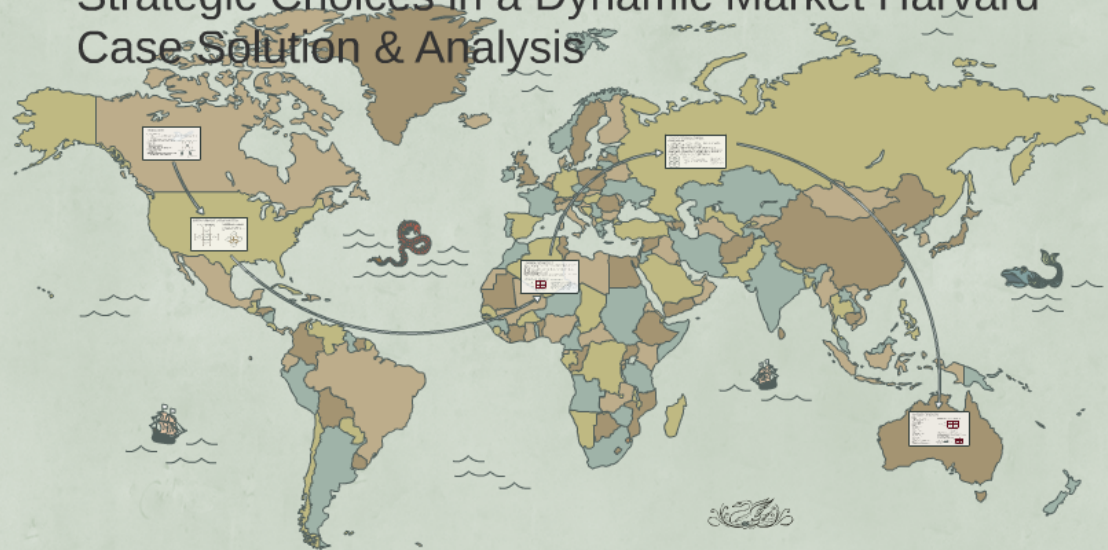
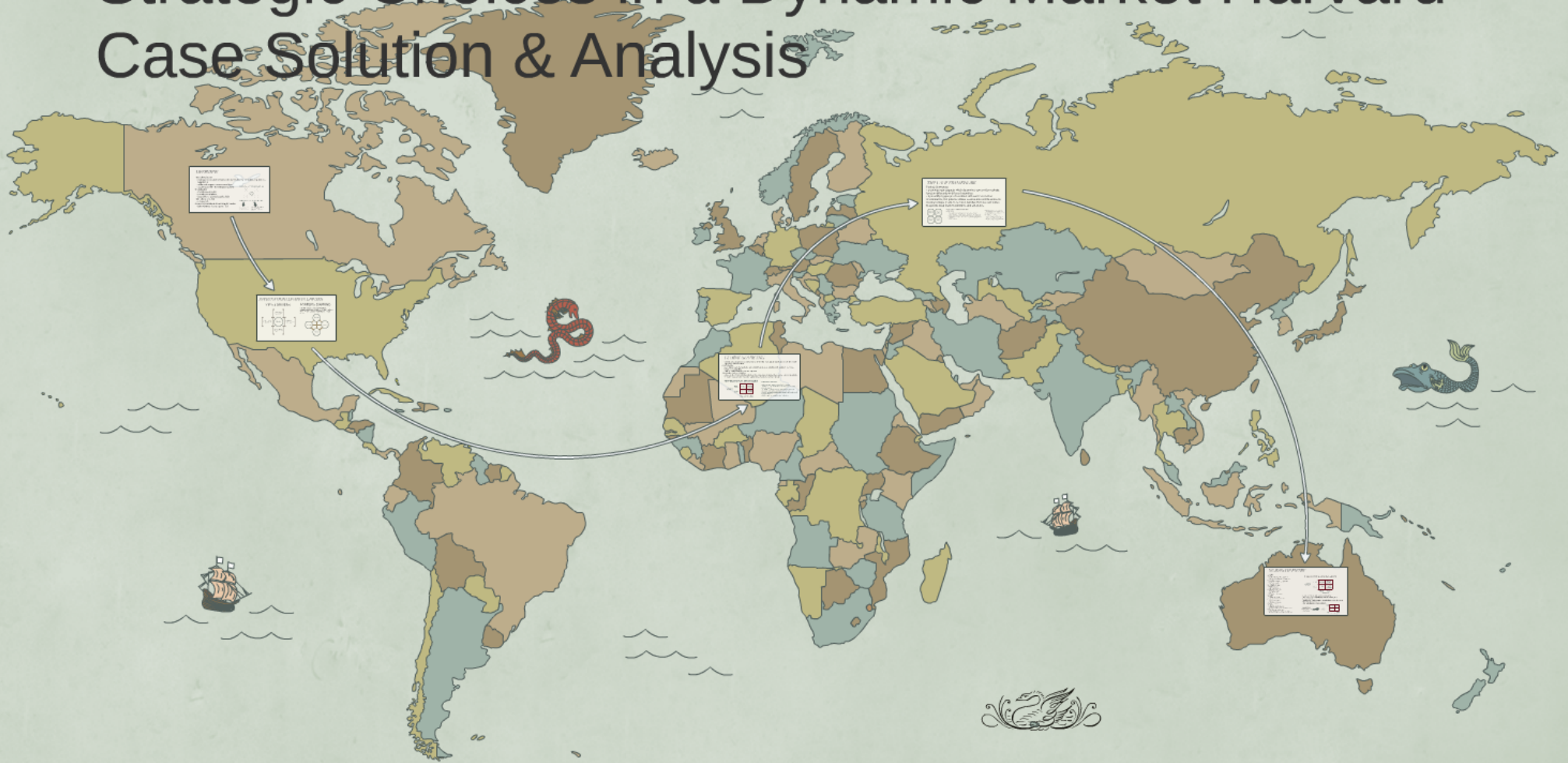


Strategic Choices in a Dynamic Market Harvard Case Solution & Analysis



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OVERVIEW

Internationalisation

- trading across national boundaries (been done for centuries, e.g. Greeks, Egyptians)
- scale and scope increased over time
- accelerated with new transport options

Globalisation

- global consumerism
- global market place
- possibility of a global supply chain

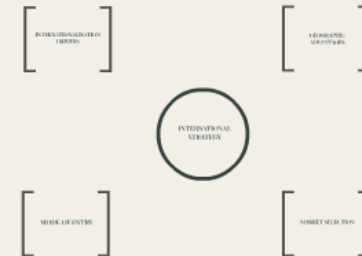
International strategy

- drivers, CA

Assessing markets and market entry modes

- joint ventures, licensing and FDI

INTERNATIONAL STRATEGY FRAMEWORK



INTERNATIONAL VS. GLOBAL STRATEGY

-
- The diagram shows two downward-pointing arrows originating from the "INTERNATIONAL STRATEGY FRAMEWORK" section, pointing towards the "INTERNATIONAL VS. GLOBAL STRATEGY" section.
- refers to a range of options for operating outside an organisation's country of origin
 - involves high coordination of extensive activities dispersed geographically in many countries around the world
 - global is just one kind of international strategy

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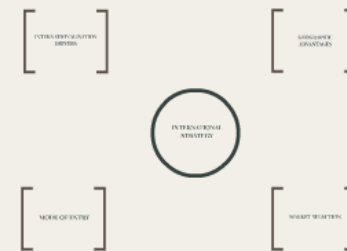
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INTERNATIONAL STRATEGY FRAMEWORK

[
INTERNATIONALISATION
DRIVERS
]

[
GEOGRAPHIC
ADVANTAGES
]

INTERNATIONAL
STRATEGY

[
MODE OF ENTRY
]

[
MARKET SELECTION
]

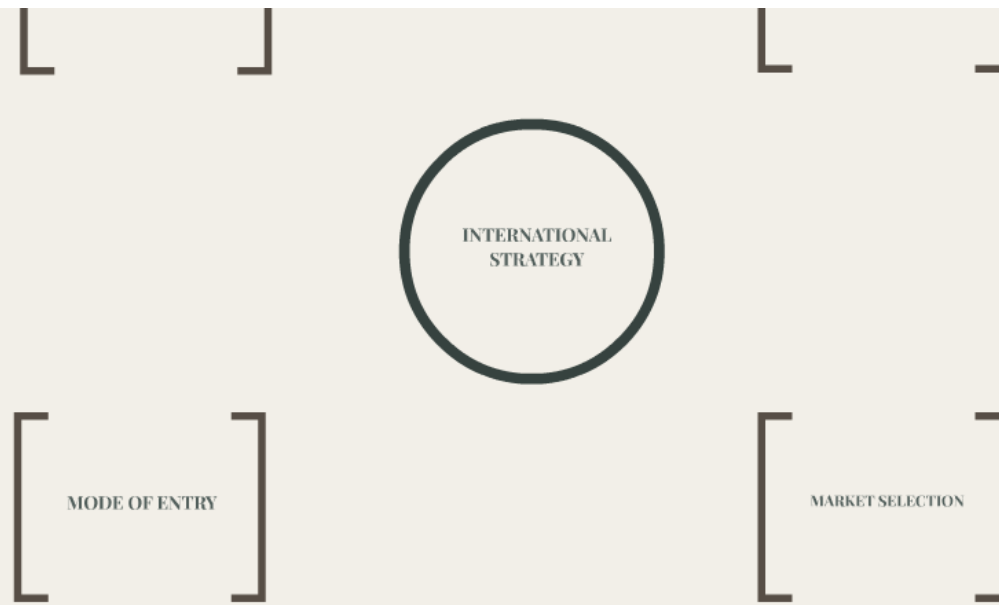
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