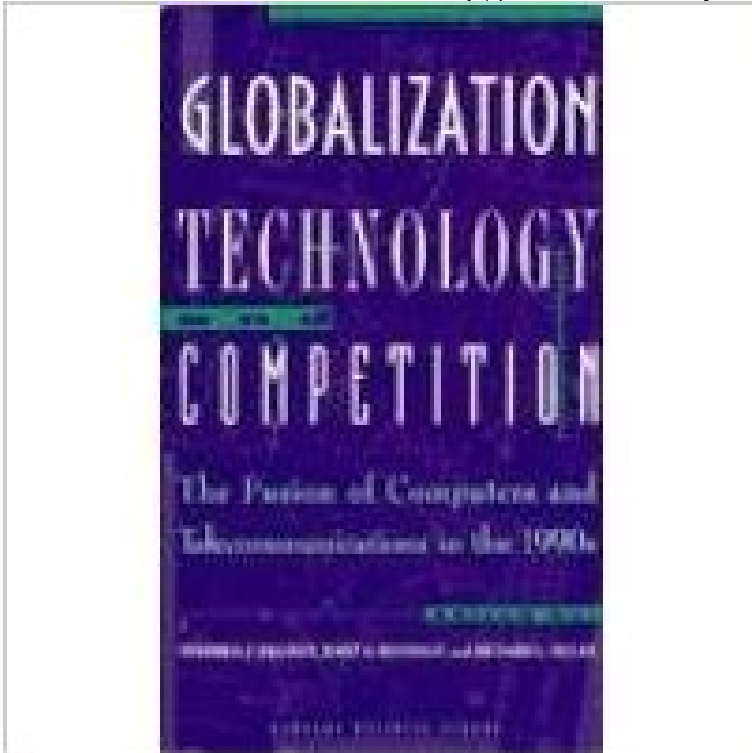


Globalization Technology and Competition



Globalization and advanced technology are reshaping the competitive business environment. In response to these changes, corporations are developing new competitive strategies, which in turn require new global organizational structures to be effectively implemented. Globalization, Technology, and Competition should help managers understand the impact on their industries of the integration of computers and telecommunications technologies. Written by a team of academics and senior executives of companies that develop and apply advanced computer-based telecommunications technologies to compete in the global economy, this book should be a useful guide to effective strategy in a newly emerging world of business competition.

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