

## Global Strategic Management Peng

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Peng defines global strategy as strategy of firms around the globe. He notes that this definition is

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distinct from the traditional and narrowly defined notion of “global strategy” as a particular theory on how to compete (centred on offering standardized products and services on a worldwide basis).

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strategic management process, while developing an understanding that strategy (and the jobs of those who formulate and implement strategy) is a highly uncertain activity in which only careful thought, sensitivity to the managerial environment, and creativity will succeed in the long run. Course Learning Objectives: 1.

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