

International business strategy



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Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Michael Spinka)

INTERNATIONAL BUSINESS STRATEGY

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Converging (fine tuning): this type of change involves trying to enhance the status of a situation; it is mainly done at departmental level and involves reorganization in order to ensure that the resources available and an introduced process fit each other (Lawler, 2004). Converging (increment adaptation): The changes done are small; they aim at adjusting the organization to small changes in a business environment (Lawler, 2004). The changes are done in bits and the process is therefore slow. Discontinuous/ frame-breaking: the changes are major and heavy in that they take time to plan and for full implementation to be realized, they take over 18-24 months. Examples of frame-breaking changes include changes in power shift, workflow procedures, and a complete reorganization of a firm. The changes are either modular or corporate transformations (French & Bell, 2008). They are the major changes; modular transformation involves reorganizing several departments, or downsizing. Corporate transformation is also major and affects every department in the organization (French & Bell, 2008). 20 pp. Englisch.

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