

Preface

The strategies for going and being international form the focus of this book. It begins with an introduction to internationalization and to strategic planning. This is followed by the presentation of the strategy development processes for going international for new markets and for going international for production and sourcing. The book ends with recommendations for the strategic planning in international companies.

Many of the concepts, approaches and ideas presented in this book come from the academic teachers of the authors. The authors would like to express their gratitude to Richard Kühn, University of Berne, and Joachim Zentes, Saarland University, for their positive influence and long lasting support. Other ideas come from practice. We are therefore indebted to the many managers who have allowed us to share their strategic work.

In addition, we would like to address our special thanks to two persons. This book could not have been produced without the considerable talents of Anthony Clark who translated large sections of the book and improved the language of the other parts. Thekla Schulthess merits special thanks for her excellent work in typing the text, designing the figures and further editorial work.

August 2011
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<http://www.springer.com/978-3-642-24724-8>

Developing International Strategies
Going and Being International for Medium-sized
Companies

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2012, XXIV, 368 p., Hardcover

ISBN: 978-3-642-24724-8