## References

- Aboy, M. (2009). The organization of modern MNEs is more complicated than the old models of Global, Multidomestic, and Transnational. Working Paper Series: *International Business Strategy–Social Science Research Network*, 1–5.
- Aris, A. (2006, December 18). Special report: Capturing the global halal food market. http://www.theedgemalaysia.com/
- Arnold, D. (2004). The mirage of global markets. FT Prentice Hall, Pearson Education, Upper Saddle River, New Jersey.
- Arnold, D. (2007). "Think global, act local": A modularization of marketing and marketing organizations. *Globe Management Review*, 1(1), 5.
- Bartlett, C. A., & Ghoshal, S. (2000). Going global. *Harvard Business Review*, 78(2), 132–142.
- Bartlett, C. A., & Ghoshal, S. (1992). What is a global manager? *Harvard Business Review*, 70(5), 124–132.
- Bartlett, C. A., & Ghoshal, S. (1989). *Managing across borders*. Boston, MA: Harvard Business School Press.
- Bartlett, C. A., & Ghoshal, S. (1988). Organizing for worldwide effectiveness: The transnational solution. *California Management Review, 31*(1), 54–72
- Bartlett, C. A., & Ghoshal, S. (1987a). Managing across borders: New organizational responses. *International Executive*, 29(3), 10–13.
- Bartlett, C. A., & Ghoshal, S. (1987b). Managing across borders: New strategic requirements. *Sloan Management Review*, 28(4), 7–17
- Behrendt, S., & Khanna, P. (2004). Risky business: Geopolitics and the global corporation. *Strategy & Business*, 32(2).
- Bhagwati, J. (2004). "Protectionism." In David R. Henderson (Ed.), Concise encyclopedia of economics. http://www.econlib.org/library/Enc/Protectionism.html
- Bliss, C., Muelleer, C., Pfitzmann, M., & Shorter, D. (2007). *Make manufacturing and supply chain a winning pair*. McLean, VA: Booz Allen & Hamilton.
- Brand managers' high-wire act: Going global and staying local. (2007, Oct. 31). http://knowledge.wharton.upenn.edu/
- Buss, D. (2009). Creating the perfect fit: New car seat design. Trying to please all of the people, all of the time. Retrieved from http://www.edmunds.com/advice/buying/articles/121813/article.html
- Capell, K., Kamenev, M., & Saminather, N. (2006, September 4). Fashion conquistador; Zara's quick turnover lures shoppers, but global expansion could be a strain. *BusinessWeek*, 38.

- Chai, W. (2008, October 27). Dell puts on a new game face in Asian market: Its design philosophy now emphasizes form as opposed to functional and low-cost attributes in the past. *Business Times Singapore*, 4.
- Chow, N. (2006, April 28). India's Tata AutoComp making inroads to China. *Plastic News*, p. 17.
- Citibank's co-operative strategy in China: The Renminbi debit card. (2009). Case 09/412C, Poon Kam Kai Series. Asia Case Research Center, University of Hong Kong.
- Cools, K., & Roos, A. (2005). *The role of alliances in corporate strategy.* Boston, MA: The Boston Consulting Group.
- Daly, H. (2007). Ecological economics and sustainable development: Selected essays of Herman Daly. Northampton, MA: Edward Elgar.
- de Kluyver, C. A., & Pearce, J. A., II. (2009) *Strategy: A view from the top* (3rd ed.). Upper Saddle River, NJ: Prentice Hall.
- Dickerson, M. (2007, June 9). Latin America attracting investors from India: Similarities in consumer bases help make the region a natural market. *Los Angeles Times*.
- Douglas, S., Craig, C. S., & Nijssen, E. J. (2001). Executive insights: Integrating branding strategy across markets. Building international brand architecture. *Journal of International Marketing*, 9(2), 97–11.
- Eppinger, S. D., & Chitkara, A. R. (2006). The new practice of global product development. *MIT Sloan Management Review, 47*(4), 22–30.
- Farrell, D. (2004, December 2). Beyond offshoring: Assess your company's global potential. *Harvard Business Review*. 82–90.
- Friedman, M., & Friedman, R. (1980), Free to choose: A personal statement, Hart-court Books, Chicago.
- Friedman, T. L. (2007). *The world is flat: A brief history of the twenty-first century*. New York, NY: Farrar, Strauss and Giroux.
- GE Money to form a joint venture with Colombia's Banco Colpatria. (2007, February 28). *Business Wire*.
- Ghemawat, P. (2007a). Why the world isn't flat. Foreign Policy, 159, 54-60.
- Ghemawat, P. (2007b). Redefining global strategy: Crossing borders in a world where differences still matter. Harvard Business School Press, Boston.
- Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79(8), 137–147.
- Gupta, A. K., Govindarajan, V., & Wang, H. (2008). *The quest for global dominance* (2nd ed.). San Francisco, CA: Jossey-Bass.
- Haddock, R., & Jullens, J. (2009). The best years of the auto industry are still to come: Even as they struggle through the economic meltdown, vehicle makers can look ahead to a high-growth, flexible, global future. http://www.strategy-business.com/media/file/sb55\_09204.pdf

- Hamel, G., & Prahalad, C. K. (1985, July-August). Do you really have a global strategy? *Harvard Business Review*, pp. 139–148.
- Harbison, John R. (1993). A practical guide to alliances: Leapfrogging the learning curve. Los Angeles, CA: Booz Allen & Hamilton.
- Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004, September). How global brands compete. *Harvard Business Review*, pp. 69–75.
- Huggett, P. (2002, April 4). When global strategy goes wrong. *The Asian Wall Street Journal*.
- Interbrand. (2009). The definitive guide to the world's most valuable brands. http://www.interbrand.com/images/studies/-1\_BGB2009\_Magazine\_Final.pdf
- Jana, R. (2009, March 31). P&G's trickle-up success: Sweet as honey. Retrieved from http://www.businessweek.com/
- Jargon, J. (2008, May 1). Kraft reformulates Oreo, scores in China. Retrieved from http://www.wallstreetjournal.com/
- Khanna, T., Palepu, K. G., & Sinha, J. (2005). Strategies that fit emerging markets. *Harvard Business Review*, 83(6), 63–76.
- Kirkpatrick, D. (2007, July 17). How Microsoft conquered China, http://money.cnn.com/magazines/fortune
- KPMG Peat Marwick (2009). Global location strategy for automotive suppliers. http://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/ Pages/default.aspx
- Krugman, P. R. (1987). Is free trade passe? *Journal of Economic Perspectives*, 1(2), 131–144. Retrieved from http://www.jstor.org/pss/1942985
- Krugman, P. R. (1993). Geography and trade. Cambridge, MA: MIT Press.
- Lambert, D. M., & Cooper, M. C. (2000, January). Issues in supply chain management. *Industrial Marketing Management*, 29(1), 65–83.
- Lambert, D. M., Guinipero, L. C., & Ridenhower G. J. (1998). Supply chain management: A key to achieving business excellence in the 21st century. Unpublished manuscript, referred to by D. M. Lambert, J. R. Stock, & L. M. Ellram (Eds.), Fundamentals of logistics management. Burr Ridge, IL: Irwin/McGraw-Hill.
- Lee, H. L. (2004, October). The triple-A supply chain. *Harvard Business Review*, 102–112.
- Levitt, T. (1983, May-June). The globalization of markets. *Harvard Business Review*.
- Lindquist, D. (2002, November 1). From cement to services: Cemex's Lorenzo Zambrano revolutionized the low-tech cement business by investing in technology. Now companies want to buy that expertise. *Entrepeneur*. Chief Executive (U.S.). Retrieved from http://www.entrepreneur.com/tradejournals/pub/4070.html/

- Martin, R. (2007). The opposable mind: How successful leaders win through integrative thinking. Boston, MA: Harvard Business School Press.
- Moore, K., & Rugman, A. (2005). Globalization is about regionalization. *McGill International Review, 6* (1) 37–45
- Moore, K., & Rugman, A. (2005, Summer). The myth of global business. *European Business Forum.*, http://www.europeanbusinessforum.com
- Morrison, C. (2009, August 10). How to innovate like Apple. Retrieved from http://www.BNET.com/
- Muccha, T., & Scheffler, M. (2007, April 30), Outsurcing, Inc. Retrieved from http://www.chicagobusiness.com/
- Myers, M. B., & Cheung, M.-S. (2008, July). Sharing global supply chain knowledge. *Sloan Management Review*, 49(4), 67–73.
- Ohmae, K. (2006). Growing in a global garden. *Leadership Excellence*, 23(9), 14–15.
- Oster, S. M. (1994). *Modern competitive analysis* (2nd ed.). Oxford, UK: Oxford University Press.
- Palmeri, C., & Balfour, F. (2009, September 7). Starwood is blanketing China. *BusinessWeek*, p. 56.
- Paul, H. (2000, March/April). Creating a mindset. *Thunderbird International Business Review*, 42(2), 187–200.
- Porter, M. (1990). *The competitive advantage of nations*. New York, NY: The Free Press
- Power, C. (2009, June 1). Buying Muslim. Time. http://www.time.com/
- Prahalad, C. K., & Lieberthal, K. (1998). The end of corporate imperialism. *Harvard Business Review*. 109–117.
- Prahalad, C. K., & Hamel, G. (1990, May/June). The core competence of the corporation. *Harvard Business Review*, pp. 79–93.
- Quelch, J. A. (2003, August). The return of the global brand. *Harvard Business Review*, pp. 22–23.
- Rayborn, C. A., Butler, J. B., & Massoud, M. F. (2009). Outsourcing support functions: Identifying and managing the good, bad, and ugly. *Business Hori*zons, 52, 347–356.
- Roberts, P. C. (2005, July 26). U.S. falling behind across the board. *VDARE.com*. Retrieved from http://www.vdare.com/roberts/050726\_behind.htm
- Santos, J., Doz, Y., & Williamson, P. (2004, Summer). Is your innovation process global? *MIT Sloan Management Review*, 45(4), 31.
- Schroiff, H.-W., & Arnold, D. (2004). Strategies for managing brand and product in international markets. In J. Quelch & R. Deshpande (Eds.), *The Global Market*. San Francisco, CA: Jossey-Bass.

- Sheffi, Y. (2005, October). Building a resilient supply chain. Harvard Business Review Supply Chain Strategy, 1(5), 1-4.
- Silverstein, B. (2008, November 24). Older and wiser: How brands stand the test of time. http://www.brandchannel.com/features\_effect.asp?pf\_id=421
- Sirkin, H. L., Hemerling, J. W., & Bhattacharya, A. K. (2008). Globality: Competing with everyone from everywhere for everything. New York, NY: Business Plus.
- Special report on outsourcing. (2006, January). BusinessWeek. Retrieved from http://www.businessweek.com/magazine/toc/06\_05/B39690605outsourcing .htm/
- Somjen, A., Davila, A., Foster, G., & Putt, C. (2006). Starbucks: A global work-in-process. Case IB-74. Stanford Graduate School of Business, Stanford University. Retrieved from https://gsbapps.stanford.edu/cases/detail1 .asp?Document\_ID=3032/
- Steinert-Threlkeld, T. (2006, January). Nestlé pieces together its global supply chain. Baseline. Retrieved from http://www.baselinemag.com/
- Sturgeon, T., Van Biesebroeck, J., Gereffi, G. (2009). Value chains, networks, and clusters: Reframing the global automotive industry. Journal of Economic Geography 8(3) 297-321
- Tellis, G. J., Golder, P. N., & Christensen, C. M. (2001) Will and vision: How latecomers grow to dominate markets. Princeton, NJ: McGraw-Hill.
- Treacy, M., & Wiersema, F. (1993). Customer intimacy and other value disciplines. Harvard Business Review, 71(1) 84-93.
- Yip, G. S. (1997). Patterns and determinants of global marketing. Journal of Marketing Management, 13(1-3), 153-164.
- Yip, G. S. (1994). Industry drivers of global strategy and organization. International Executive, 36(5), 529-556.
- Yip, G. S. (1992). Total global strategy: Managing for worldwide competitive advantage. Upper Saddle River, NJ: Prentice Hall.
- Yip, G. S. (1991a). A performance comparison of continental and national businesses in Europe. International Marketing Review, 8(2), 31-43
- Yip, G. S. (1991b). Strategies in global industries: How U.S. businesses compete. Journal of International Business Studies, 22(4), 749–753.
- Yip, G. S. (1989). Global strategy a world of nations? Sloan Management Review, *31*(1), 29–41.
- Yip, G. S. (1982a). Diversification entry: Internal development versus acquisition. Strategic Management Journal, 3(4), 331-345.
- Yip, G. S. (1982b). Gateways to entry. Harvard Business Review, 60(5), 85-92.
- Yip, G. S. (1981). Market selection and direction: Role of product portfolio planning. Boston, MA: Harvard Business School.

- Yip, G. S., & Madsen, T. L. (1996). Global strategy as a factor in Japanese success. International Executive, 38(1), 145-167.
- Yip, G. S., & T. L. Madsen, (1996). Global account management: The new fron-
- tier in relationship marketing. *International Marketing Review, 13*(3), 24–33. Yoffie, D. B. (Ed.). (1993). *Beyond free trade: Firms, governments, and global com*petition. Boston, MA: Harvard Business School Press.