

# Multinational Strategic Planning- Summary

## Introduction- Unifying framework

1. 7 concepts forming a unifying framework that constitutes the essence of international business (IB) strategy
  1. Internationally transferable (non-location-bound) firm-specific advantages (FSA's)
  2. Non-transferable (location-bound) FSA's
  3. Location advantages
  4. Investment in – and value creation through – recombination
  5. Complementary resources of external actors
  6. Bounded rationality
  7. Bounded reliability

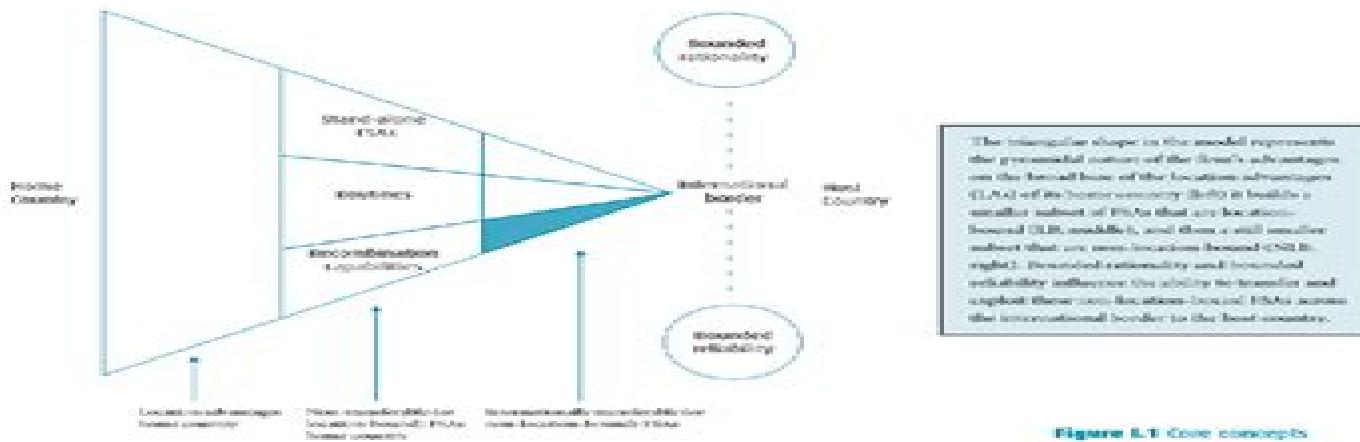


Figure 8.1 Core concepts

2. The first 3 concepts reflect the distinct resource base available to the firm, critical to achieving success in the marketplace
  - o This resource base has various components (owned or accessible to the firm)
    - Physical resources
    - Financial resources
    - Human resources
    - Upstream knowledge
    - Downstream knowledge (critical to the interface with customers)
    - Administrative (governance-related) knowledge
    - Reputational resources
  - o A firm can have FSA's (strengths relative to rival companies) in each of these resources
  - o The firm's particular location may contribute significantly to this distinct resource base, especially if this location provides privileged access to specific resources external to the firm itself
    - FSA's and location advantage can thus be intimately related

# Multinational Strategic Planning

**Donald J. Lecraw, Allen J. Morrison**

## **Multinational Strategic Planning:**

*Multinational Strategic Planning* Derek F. Channon, Michael Jalland, 1983      **Multinational Strategic Planning** Derek F. Channon, Michael Jalland, 2016-01-03      [Process Factors in Multinational Strategic Planning](#) Derek F. Channon, 1980

[A Framework for Strategic Planning in Multinational Corporations \(Classic Reprint\)](#) Peter Lorange, 2017-04-29 Excerpt from [A Framework for Strategic Planning in Multinational Corporations](#) Strategic planning in a multinational corporation has a two fold task to identify the strategic Options most relevant to the corporation and to narrow down these Options into the one best plan Stated this way there is of course nothing fundamentally different between the strategic planning task of a multinational corporation and that of any other large corporation However since multinationals Offer several complex and distinctively different approaches to organizational design and planning it is useful to examine some Of the problems of strategic planning in the context Of the multinationals The broad definition Of the strategic planning tasks given above has several implications In order to be able to identify the most relevant strategic Options the corporation needs to adapt continuously to the environment Also in order to narrow down the strategic Options into the one best plan the corporation must be able to integrate its many diverse activities In this article we shall attempt to clarify the major purposes of planning in the multinationals in terms Of adaptation and integration needs About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books Find more at [www.forgottenbooks.com](http://www.forgottenbooks.com) This book is a reproduction of an important historical work Forgotten Books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy In rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition We do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works

[A Framework for Strategic Planning in Multinational Corporations](#) Peter Lorange, 1976      [Transnational Corporations and Business Strategy](#) Donald J. Lecraw, Allen J. Morrison, 1993

**International Strategic Planning** Heiko Filthuth, 2020-05-05 Essay from the year 2017 in the subject Business economics Business Management Corporate Governance grade A language English abstract Once a business starts considering going international a thorough strategic consideration of the target markets is advisable to gain an idea of risks and opportunities involved Haines 1999 This essay considers the international economic development from a 2013 perspective It discusses and evaluated how markets around the world work and what to consider when planning strategic business approached into them The insight convers aspects such as economical perspectives business habits and particularities of the people It considers many countries including those in Europe but is mainly written from a European perspective

[Global Strategic Management Perspectives](#) Jagdish N. Sheth, Golpira S. Eshghi, 1989      **The Global Business** Erdener Kaynak, 2022-10-10 Global competition is being fueled by economic technological legal political and social changes taking place around the globe As trade blocs and countries emerge and change they offer certain opportunities and

present certain threats for domestic companies As U S companies enter the world market they will be faced with increased competition To ensure greater success against this competition this timely book provides concepts techniques and strategies for professionals guiding these firms into the world market The Global Business is need and action oriented It shows the steps in the globalization process complete with ample company and industry examples from a variety of regions and countries of the world An ideal book for marketers managers and professors alike these frequently asked questions are just a few that are answered in The Global Business What are the best methods of operating in global markets Is there such a thing as global consumer If so what are his her characteristics What are the decisionmaking rules in global markets Does global marketing strategy differ in any way from domestic marketing strategy What is a global firm and how does it act and behave What are the emerging patterns and developments in global marketing theory and practice today What does the future hold for global firms The Global Business offers practical managerial guidelines for business and marketing managers public policymakers and researchers and scholars of marketing on a global scale It helps firms develop and maintain distinct competitive advantages in the foreign markets in which they wish to or do already operate Among the topics discussed are global location strategy global sourcing the Euroconsumer marketing in Socialist countries of Eastern Europe and the People's Republic of China joint venture formation Third World marketing and cross cultural and cross national consumer behavior

*Multinational Business Strategy* William A. Dymsza,1971 Textbook on the management of multinational enterprises with particular reference to the business strategy of USA based firms covers business organization corporate planning managerial auditing government policy legal aspects the private investment climate in the host country competition marketing strategy production logistics personnel management management development budgeting investment strategy and decision making joint ventures and ownership policy etc Bibliography pp 235 to 247 and flow charts    *Analysis of Multinational Strategic Management* Alan M. Rugman,Alain Verbeke,2005 Characterized by new analytical insights and methods in the field of international business this collection of articles by Alan Rugman and Alain Verbeke celebrates their long and productive work together on issues facing top managers of multinational enterprises Fueled by their belief in the need for better theory in multinational strategic management the authors have explored a number of different facets in this increasingly important realm They have organized the work into five sections the foundations of a new theory of multinational strategic management a radically new examination of multinational strategic management national competitiveness the relatively under researched but increasingly important issue of environmental strategies of multinational enterprises and the interactions between multinational strategic management and public policy This outstanding collection inspired by the occasion of Alan Rugman's 60th birthday will be of great interest to scholars and practitioners of international business and management as well as to economists and lawyers    Strategic and Long-range Planning for the Multinational Corporation John Snow Schwendiman,1973    *Multinational Corporate Strategy* James C. Leontiades,1985 To learn more about Rowman Littlefield

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Ungson,Yim-Yu Wong,2008-07-30 International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy To succeed in this challenging environment firms need a well developed capability for sound strategic decisions This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success It is designed to help readers achieve three essential objectives First it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results The book is packed with frameworks cases anchoring exercises techniques and tools to help readers emerge with a completed business plan after the last chapter Second it focuses on strategy and how firms build competitive presence and advantages in a global context A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context Third it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad In addition to core issues each chapter presents frameworks analytical tools action oriented items and a real world case all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context

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**Strategic and Long-range Planning for the**

**Multinational Corporation** J. S. Schwendiman,1963

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Organisation for Economic Co-operation and Development,1987 The way in which multinational enterprises organize their activities across national frontiers and the relationships between parent and subsidiary enterprises rais issues for those involved or associated with such decisions The report analyzes organizations structures and decision making patterns in multinational enterprises as revealed by a survey of empirical research into these questions

**International Business**

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