



Business Strategy in a Semiglobal Economy

Panos Mourdoukoutas

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This groundbreaking text provides both theory and strategy for operating in a semiglobal economy in which international businesses must compete in highly globalized and highly localized markets at the same time. Unlike the traditional transnational and matrix corporate models, a semiglobal corporation organizes its operations according to the global/local content of its value propositions rather than according to geographical regions, products, or contribution to the parent company's performance. As an example of a semiglobal corporation, the Honda Motor Company has a global vision when it comes to highly global bundles like car engines, and a local vision when it comes to highly localized car financing and servicing. Designed as a supplementary text for courses in international business, development economics, marketing, and strategic planning, "Business Strategy in a Semiglobal Economy" raises important challenges to the conventional models of business organization and the competitive strategies that proceed from them.

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