# Designing the Global Corporation

*Jay R. Galbraith*

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If there's anything more challenging than designing a company, it's designing a global company. Balancing strategy and structure becomes even more daunting when geography, foreign governments, and worldwide customers and products are thrown into the mix. And no single design works for all organizations. In this book, internationally recognized expert Jay Galbraith shows companies how to match their own strengths and strategies with proven design options. Whether they're exporting their first product or already operating around the world, Galbraith gives companies the information they need to build flexible, global networks. And through real-world examples, he shows how successful international businesses are already navigating the global environment.

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