

Globality: Competing with Everyone from Everywhere for Everything

By Hal Sirkin, Jim Hemerling, Arindam Bhattacharya

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"...their insights into the competitive battle in emerging markets are so keen." - William J. Holstein of *The New York Times*

"Many American chief executives, it turns out, are aiming at emerging markets...And they will find many insights into prevailing in those battles in this book." -William J. Holstein of *The New York Times*

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"A smart discourse on how local companies in developing economies, such as China, India and Brazil, are bucking tradition and going for broke on their own terms..." -*BNET*

"This book is a must-read for leaders of companies in the developed world who want to get into the globality act and stay in it." - Cecil Johnson,
McClatchy-Tribune News

"Get ready for a new wave of challengers, 'bursting their way onto the big stage.' So say the three authors of this smart analysis about the latest developments in global competition" - Andrea Sachs of *TIME*

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Editorial Review

From Publishers Weekly

In this bold, well-reasoned book, financial consultants Sirkin, Hemerling and Bhattacharya introduce their concept of globality, the next stage of globalization. Following the hundreds of emerging-market companies that have benefited from the migration of production to their lower-cost shores, the authors assert that the flow of opportunity is now changing; it is developing into the equivalent of a corporate tsunami that could threaten the existence of some of the most established companies in the developed world. The emerging companies in India, China and Mexico have absorbed and applied lessons from their outsourcing experiences and are in a position to challenge the very companies they first partnered with. The authors explore the strategic changes companies in developed nations must make to meet this new reality. Vibrant case studies enliven this book, which will appeal to businesspeople and those simply trying to understand why the world of business is suddenly so different. *(June 11)*

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About the Author

HAL SIRKIN, JIM HEMERLING and ARINDAM BHATTACHARYA are partners of The Boston Consulting Group (BCG). Sirkin, based in Chicago, is a Senior Partner and leads BCG Global Operations practice. Hemerling is a San Francisco-based Senior Partner and until recently was Managing Director of BCG Greater China, based in Shanghai. Bhattacharya is a BCG Partner, based in New Delhi.

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