



# International business strategy

By Billy George

GRIN Verlag Mrz 2014, 2014. sonst. Bücher. Book Condition: Neu. 209x149x35 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Operations Research, grade: A, Monash University Melbourne, language: English, abstract: Strategy is the choice of direction and scope that a firm takes on a long term and involves the configuration of the firm status with a view to enjoy the advantages that come with the changes; however this requires the changing of the present environment in order to fit the needs of the new environment (Wilson, 2002). Types of strategic changes Converging (fine tuning): this type of change involves trying to enhance the status of a situation; it is mainly done at departmental level and involves reorganization in order to ensure that the resources available and an introduced process fit each other (Lawler, 2004). Converging (increment adaptation): The changes done are small; they aim at adjusting the organization to small changes in a business environment (Lawler, 2004). The changes are done in bits and the process is therefore slow. Discontinuous/ frame-breaking: the changes are major and heavy in that they take time to plan...



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