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amazing rate of growth and expansion. Although academic researchers and business leaders in the United States, China, Brazil, India, and Europe seek out the secrets to these businesses' success, little is known about their business practices.

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Supplying an insider's perspective, Building Network Capabilities in Turbulent Competitive Environments: Practices of Global Firms from Korea and Japan unveils the strategic and operational practices that have allowed these Page 67/73

firms to catch and surpass their competitors in North America and Europe. Based on fieldwork studies and extensive interviews with senior executives, it explains how these companies have developed and enhanced their core competencies through

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processes of strategy formulation and implementation that are required for success. Providing a clear understanding of both the career implications of the changing business landscape and how to deliver products and services that meet and exceed Page 71/73

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