

International Management Culture Strategy And Behavior

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makes the role of management-and the stakes-more important than ever If you are wondering how international busin~ss leaders view the t~reats and challenges facing them, look at Figure 11 It summarizes the threat perceptions of roughly 1,400 inter national CEOs As you can see,

international executives have plenty of things to worry about⁸

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• International management adds the dynamics of location (where) Firms motivations for going international • Classic: Exploit firm-specific CA (resource/markets/labor seeking) • Emerging: Building/ Expanding a firm's CA (Technology, Experience, Competitive strategy, Geographic diversification/risk reduction) Benefits of

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Thus, strategic culture "provides the milieu within which strategy is debated" and serves as an independent determinate of strategic policy patterns 14 In simple terms, this "first generation" of work on strategic culture described a syner-

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