

# THE NEW GLOBAL ROAD MAP

*Enduring Strategies for Turbulent Times*

PANKAJ GHEMAWAT

HARVARD BUSINESS REVIEW PRESS



"In today's volatile world, business leaders are well advised to analyze globalization carefully and pursue a fact-based strategy that strikes the right balance between global scale and local adaptation. This book is a helpful companion on that journey."

—**FRANK APPEL**, CEO, Deutsche Post DHL

"Pankaj is unique in his ability to connect theoretical rigor to practical decision making on the ground. I highly recommend this book—and Pankaj's sensible approach more generally—as a crucial voice to counter the oftentimes bombastic nature of our current dialogue on the future of globalization."

—from the foreword by **N. CHANDRASEKARAN**, Chairman, Tata Sons

"The new book by Professor Pankaj Ghemawat could not be more timely. As a brilliant and sensible voice in the field of business strategy, his insightful analysis has long provided useful elements for companies focused on growth—not for growth's sake but to create lasting value for customers, stakeholders, and communities worldwide. Now Professor Ghemawat connects new dots to show that the challenge is not to opt between local retrenchment or pursuing a mindless globalization but to find the right balance in leveraging the competitive advantages that allow any company or organization to create sustainable value while also contributing to the achievement of inclusive development for all—and in the process to help build a better world."

—**FERNANDO A. GONZÁLEZ**, CEO, CEMEX

"With the speed and extent of change in many industries adding new levels of complexity to business models and decisions, Ghemawat provides an excellent and updated framework for discussing the present and future of globalization in our business."

—**ENRIQUE OSTALÉ**, EVP and President, Walmart Latam, UK, and Africa

"Pankaj Ghemawat's book highlights important perennial truths about globalization that are frequently overlooked because of wild swings on sentiment around the topic. *The New Global Road Map* provides a useful framework to strike the right balance between where and how to compete, as well as help tackle the increasing anger towards global actors."

—CARLOS TORRES, CEO, BBVA

"Pankaj delivers his views on globalization based on a wealth of facts and data. He pivots globalization on the strength of each local market, an approach that keeps at bay emotional perceptions. In this more complex world, Pankaj proposes avenues for business leaders to strategize and execute on their internationalization programs. His work helps balance better the global-local spectrums. An important read for all companies who move in the larger world!"

—JEAN-PASCAL TRICOIRE, Chairman and CEO, Schneider Electric

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*Emerging Strategies for Turbulent Times*



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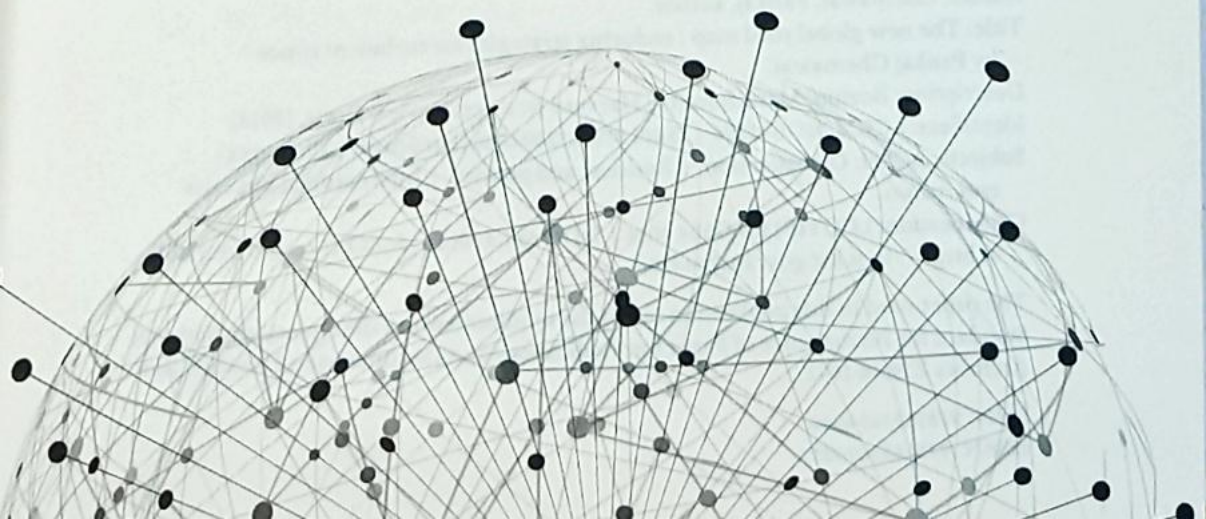
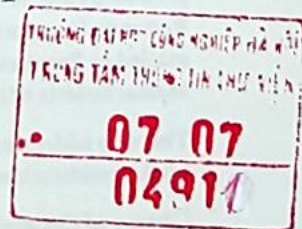


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