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Race for the World: Strategies to Build a Great Global Firm

Jane Fraser, Wilhelm Rall, Bryan Lowell L.

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Race for the World: Strategies to Build a Great Global Firm Jane Fraser, Wilhelm Rall, Bryan Lowell L. All the International ventures that have shaped the world economy thus far, from the early spice trade to today's multinational corporations, amount to a pebble's ripple in a pond compared to the asteroid that's about to blow open an ocean of opportunity in the global market. Impact is imminent: the world's economy will intensify as never before, driven by dynamic changes in capital markets, the escalating power of technology, and the erosion of national borders. With serious contenders already accelerating their strategies to match the pace of globalization, the race to build a truly great global firm is on, and the window of entry is starting to close. According to this prophetic book, standing still is not an option.

Informed by the findings of McKinsey & Company's extensive investigation of the problems and practices of globalizing firms, Race for the World contends that the rewards of building a great global firm at this moment in time are extraordinary. Examples of early winners in the global game, including power-houses such as Coca-Cola, Citibank, and Nestle, reveal how the truly distinctive players utilize their intangible assets to think and act differently from the multinational models of old. The authors explain how firms both large and small can drive their transition from national to global markets by pursuing and capturing entire portfolios of global opportunities while there's still time.

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