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Managing Growth and Expansion into Global Markets: Logistics, Transportation, and Distribution (The Global Warrior Series)

Thomas A. Cook

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Company executives in every field are recognizing the critical importance of entering into the global economy. As transportation and logistics companies follow their clients' expansion into these international markets, they must be able to service their clients' supply chain needs in new economies and turbulent markets.

Managing Growth and Expansion into Global Markets addresses the unique logistical, transportation, and distribution issues surrounding growth and expansion into global markets. It supplies a full overview of contemporary management assessment tools, to provide an understanding of exactly what it takes to enter foreign markets and avoid common pitfalls.

Distilling the author's decades of experience in global supply chain management and international business, this book is ideal for those looking to grow and develop their global supply chains.

The book details the benefits and drawbacks of both organic growth and merger and acquisitions into global markets. It illustrates the most common types of problems that occur during mergers and acquisitions and describes exactly what you can expect during the transition period.

Explaining why some organizations transition new business units successfully while others struggle, this book will help you properly assess your best options to grow your organization and expand your supply chain capabilities.

The book examines the array of legal and regulatory implications that you need to review, understand, and bring into your decision-making process. It also provides specific answers, strategies, and a best-practice outline that you can follow.

A must-read for anyone involved with global growth and expansion in the supply chain arena, this book is also an ideal tutorial to help students and business-school attendees gain practical insights into global supply chain issues.

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