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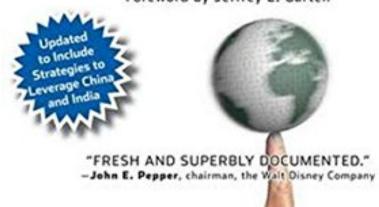
SECOND EDITION

# THE QUEST FOR GLOBAL DOMINANCE

TRANSFORMING GLOBAL PRESENCE INTO GLOBAL COMPETITIVE ADVANTAGE

### ANIL K. GUPTA VIJAY GOVINDARAJAN HAIYAN WANG

Foreword by Jeffrey E. Garten



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- Identifying market opportunities worldwide and pursuing them by establishing the necessary presence in all key markets
- Converting global presence into global competitive advantage by identifying and developing the opportunities for value creation that global presence offers
- Cultivating a global mindset by viewing cultural and geographic diversity as an opportunity, not just a challenge
- Leveraging the rise of emerging markets especially China and India to transform the company's growth prospects, global cost structure, and pace of innovation

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