



# Resolving the Global-Local Dilemma: Formulating a Multinational Strategy

- Selection of strategy depends on degree of globalization in an industry
- Globalization drivers: conditions in a industry that favor transnational or international strategies
- Four categories of global drivers: markets, costs, governments, and competition

# Managing The Multinational Confronting The Global Local Dilemma

**Ensheng Dong**



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