



Developing Strategies for International Business: The WRAP Process

J. Gillon, L. Pearson

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Reliance on opportunism is a high-risk strategy in global business, yet many companies operate this way, often acting on limited amounts of information. Equally, many other companies implement strategies based on models formulated in the teaching rooms of business schools or the back recesses of consultants' offices. This book lightens the dark corridors of strategy development and shows its readers how to build strategies for success in the international marketplace, that take account of all the critical factors involved whilst allowing the use of personal judgement and process sureties. We call this the WRAP process.

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