



# The Quest for Global Dominance: Transforming Global Presence into Global Competitive Advantage

*Anil K. Gupta, Vijay Govindarajan, Haiyan Wang*

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Anil K. Gupta, Vijay Govindarajan, and Haiyan Wang are among the most distinguished experts in the field of globalization. In *The Quest for Global Dominance* they present the lessons from their twenty-year study of over two hundred corporations. They argue that, in order for a company to create and maintain its position as a globally dominant player, executives must ensure that their company leads its industry in the following four essential tasks:

- 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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