

Truly Global: The Theory and Practice of Bringing Your Company to International Markets

Anna N Schlegel



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TODAY'S ECONOMY IS INCREASINGLY BORDERLESS. Every company that seeks to grow beyond its national boundaries needs a globalization team to help develop, translate, adapt, and promote products to international markets. This team is vital to ensuring that customers receive product information and support in their own language in a personalized and seamless way. From a company's website, to product interfaces and documentation, to telephone and online support, providing this culturally specific experience is essential to building a brand across international borders with a solid enterprise approach. Ideal for global corporate leaders, board members, employees, and students, Truly Global provides an insider's look at how large companies move into international markets to successfully deliver their product to customers across different cultures and languages. It covers everything you need to know, to globalize your company from start to finish, including who to recruit as members of a globalization team, how to integrate globalization in each department, and how to use the team's research to build your brand's presence in new markets. This book will help your company succeed in an increasingly competitive global economy, and lay the foundation for your growth from national company to international household brand.

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