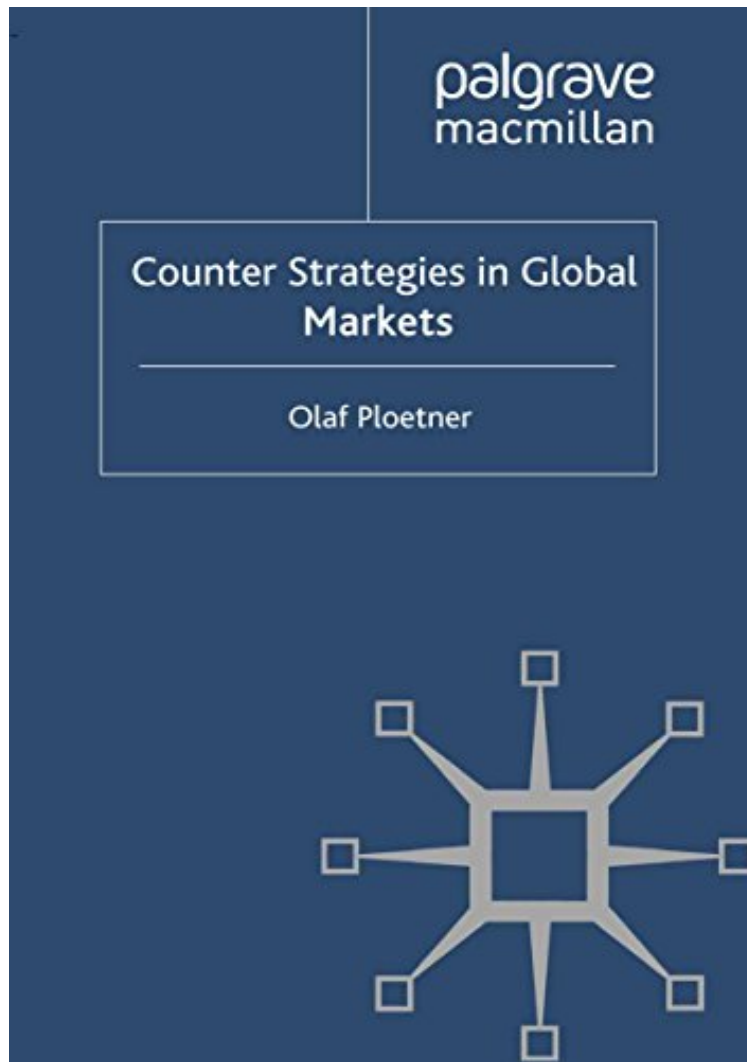


## Counter Strategies in Global Markets

*From Palgrave Macmillan*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#3111997 in eBooks 2011-12-06 2011-12-06 File Name: B006OZSXSG | File size: 61.Mb

**From Palgrave Macmillan : Counter Strategies in Global Markets** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Counter Strategies in Global Markets:

Developing BRIC markets are changing the business models of traditional western technology leaders. Classic business strategies are no longer suitable for companies attacking abroad whilst defending their market at home. Based on real-life cases, the book evaluates the best new strategies for western companies in technology-based B2B markets.

'This book cuts right to the leading-edge strategies of technology companies in B2B markets highly recommended

reading for all managers from this field.' Peter Loescher, President and Chief Executive Officer, Siemens AG 'By forging a close link between practical and theoretical insights, Olaf Ploetner provides a compelling action plan for technology companies and their challenges, now and in the future.' Das Narayandas, Senior Associate Dean, Harvard Business School 'Counter Strategies uncovers one of the most important strategic paradigm shifts of our time. Managers and consultants in technology-based industries should not ignore this book.' Hans-Paul Buerkner, President and Chief Executive Officer, The Boston Consulting Group 'Olaf presents an in-depth look at the strategic global trends in the technology sector of B2B markets. His comprehensive analysis, supported by extensive research and historical context makes for insightful reading. I recommend this as an essential reference for the business leaders in the technology sector of developed and emerging economies.' N. R. Narayana Murthy, Founder and Chairman Emeritus, Infosys Limited 'Olaf Ploetner doesn't just ask questions. He delivers answers and solutions. Big ideas and original thinking are presented in a clear, concise style.' Hermann Simon, Chairman, Simon, Kucher Partners and author of Hidden Champions of the 21st Century 'Financial services managers and analysts now have a powerful new tool to decode current trends in technology markets.' Levin Zhu, CEO, China International Capital Corporation Ltd  
About the Author  
OLAF PLOETNER Associate Dean of Executive Education at ESMT European School of Management and Technology, Germany, and Managing Director of ESMT Customized Solutions GmbH.