



University of Navarra

IESE Alumni Event: London 12nd May, 2008

"Why the World Isn't Flat and Why It Matters"

Pankaj Ghemawat, Professor IESE Business School

In a semiglobalized world, companies will never succeed with a one-size-fits-all strategy. Instead, borders do matter, and companies must reckon with them.

With real examples such as IBM, Zara, Procter & Gamble, Dell, L'Oreal, GE Healthcare etc, Ghemawat provides the tools for companies to assess national differences, and to adapt, overcome, and exploit them for international performance.