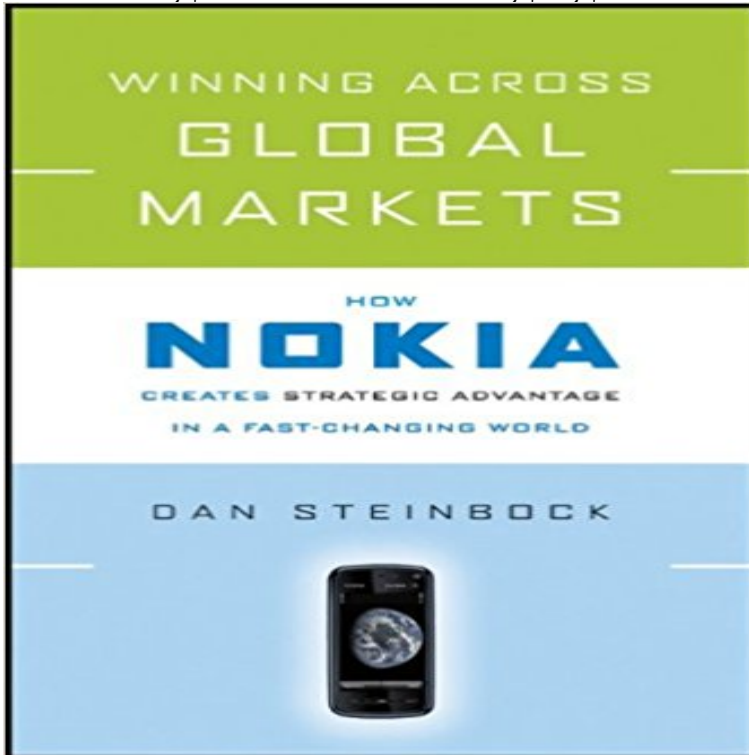


Winning Across Global Markets: How Nokia Creates Strategic Advantage in a Fast-Changing World



Lessons for attaining global competitiveness, one market at a time, from international business giant Nokia. Winning Across Global Markets examines how 145-year-old Nokia grew from a paper mill in Finland to a multinational telecommunications leader. Why are Nokia's lessons critical for other companies and industries? While multinationals based in large countries benefit from inherent advantages--such as a home base that often accounts for 30 to 50 percent of their revenues--multinationals based in smaller countries such as Nokia, enjoy no such competitive edge. Nokia, in fact, generates less than 1% of its revenues in its home base. To such a company, global competitiveness is a matter of life and death. With unparalleled access to Nokia's leadership, Winning Across Global Markets reveals the remarkable story of Nokia's resilience and endurance. Shows how Nokia's flexibility and focus on its people and local markets drive its distinct global approach. Includes exclusive interviews with Nokia's senior executives and key partners. Provides a roadmap for developing, capturing, and sustaining global advantage. This book provides a roadmap for developing, capturing, and sustaining strategic global advantage in today's ever-changing world.

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