

firms use the strategic management process to build a sustained competitive advantage

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this book argues that three powerful symbiotic forces globalization competitiveness and governability are disrupting business in the 21st century resulting in an impact on the economic and business environment far greater than the effects of any of these three

individually both globalization and competitiveness are governed essentially by market forces that force the introduction of significant changes aimed at increasing efficiency so that a better use may be made of the advantages of globalization i e the traditional invisible hand responsibility for bringing about these changes lies not only with the private sector but also with the government i e the visible hand readers will find in this book an explanation of how globalization competitiveness and governability define the context of global business

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