The Global Leadership Challenge
Second edition

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### The context of global leadership

1. **The rise of globalization**

   - Common globalization path
     - Stage 1: domestic birth and focus
     - Stage 2: export focus
     - Stage 3: international focus
     - Stage 4: localization focus
     - Stage 5: borderless global business focus

   - What's new?
     - Pervasiveness of globalization and global focus
     - Pervasiveness of globalization and international revenues
     - Recent explosion in pervasiveness of globalization
     - Pervasiveness and the leadership challenge
     - Future pervasiveness of globalization
     - Interconnectedness of globalization
     - Interconnectedness summary

   - Conclusion

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