



The New Mission for Multinationals - Journal Article

Jose F.P. Santos, Peter J. Williamson

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Something strange is happening as globalization marches forward: Increasingly, powerful local companies are winning out against multinational competitors. Some 73% of executives at large multinational companies say that “local companies are more effective competitors than other multinationals” in emerging markets. To compete effectively, multinationals need to let go of their global strategies and embrace a new mission: Integrate locally and adapt globally. That means becoming embedded in local distribution, supply, talent and regulatory networks as well as in the broader society.

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