

Download Multinational Business Strategy

Articles published in strategy+business do not necessarily represent the views of the member firms of the PwC network. Reviews and mentions of publications, products, or services do not constitute endorsement or recommendation for purchase. Multinational corporations have existed since the beginning of overseas trade. They have remained a part of the business scene throughout history, entering their modern form in the 17th and 18th centuries with the creation of large, European-based monopolistic concerns such as the British East India Company during the age of ...2. Trace your lifeline. Based on your company's business strategy, identify the activities that are essential to achieving success around the world and specify the positions that hold responsibility for performing them. Academic Focus. Julian's main area of expertise is in the strategy and management of large multinational corporations, specifically corporate entrepreneurship, innovation, change management and subsidiary headquarters relationships.