

ORGANIZATIONAL STRATEGIES IN A GLOBAL ERA

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One state's ability to employ capital and labor at improved productivity rates has a double outgrowth: it raises its citizens' standard of living, but it also improves its competitiveness in the realm of international relations. Such an output depends on the way that every state negotiates with transnational companies. Being mentioned just in passing a few decades ago, international companies have come to play a central role in the international business environment. A rapidly changing context has given birth to a new concept, the organization's strategy, which entwines economic analysis with military science.