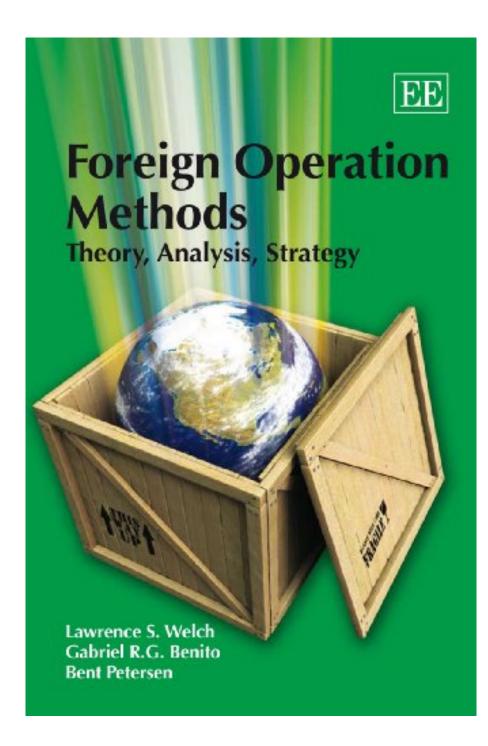


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'New insights and a provocative perspective characterized this book by Professors Welch, Benito, and Petersen... Managers will find the framework of this book very appealing and relevant to their everyday international efforts and inquiries. The book is mandatory reading for academics and graduates in business, international marketing, and international business.' -- Carlos M. Rodriguez, International Marketing Review 'Numerous books and articles on entry strategies and entry modes explain why companies choose a certain mode and how companies should enter foreign markets. This book, however, deals with the strategic decision making process when deciding which mode to use on entering a new market. The approach in this book is novel in that it discusses and suggests how companies can use a mixed mode approach to achieve success in foreign markets. Moreover, it deals with issues such as how and when to move from one mode to another, which has always been an important question for firms as well as for scholars. To summarize, this is a timely publication which, based on solid theoretical grounding, provides excellent guidelines for managers formulating strategies to enter new markets, as well as expanding their operations in foreign markets.' -- Pervez N. Ghauri, Manchester Business School, University of Manchester, UK

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