

The Inevitability and Complexity of Globalization

Immelt, J. R., Govindarajan, V. and Trimble, C. 2009. How GE is disrupting itself. *Harvard Business Review*. 87(10): 56-65.

Hammond, A. L., Kramer, W. J., Katz, R. S., Tran, J. T., & Walker, C. (2007). *The next 4 billion: Market size and business strategy at the base of the pyramid*. World Resources Institute International Finance Corporation.

Doz, Y., Wilson, K., Veldhoen, S., Goldbrunner, T., & Altman, G. (2006). *Innovation: Is global the way forward*. INSEAD, Fontainebleau.

Prahalad, C. K. (2006) *The fortune at the bottom of the pyramid: Eradicating poverty through profits*. Upper Saddle River, NJ: Wharton School Publishing.

Wilson, D., & Purushothaman, R. (2003). *Dreaming with BRICs: the path to 2050* (Global Economics Paper No. 99). Goldman, Sachs & Company.

Hart, S.L. & Christensen, C.M. (2002) "The great leap: Driving innovation from the base of the pyramid." *Sloan Management Review* 44(1): 51–56.

Prahalad, C.K., and Hammond, A. (2002) "Serving the world's poor, profitably." *Harvard Business Review*, 80 (9): 48-57.

Ohmae, K. 1985. *Triad power: The coming shape of global competition*. New York: The Free Press.