## **Contents**

	Foreword	ix
	Acknowledgments	xi
	Introduction	1
Part One	Value in a World of Differences	
1	Semiglobalization and Strategy	9
2	Differences Across Countries The CAGE Distance Framework	33
3	Global Value Creation The ADDING Value Scorecard	65
Part Two	Strategies for Global Value Creation	
4	Adaptation  Adjusting to Differences	107
5	Aggregation Overcoming Differences	139
6	Arbitrage Exploiting Differences	169
7	Playing the Differences The AAA Triangle	197
8	Toward a Better Future Getting Started	219
	Notes	231
	Selected Resources	247
	Index	249
	About the Author	259