Columbia University
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Strategy for the Global Market:
Theory and Practical Applications

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In the twenty-first century, the global community constantly strives to bring structure and order to the world through strategic means. From the highest levels of government and institutions to multinational corporations and NGOs, a strategy for the future of a company, region, country, or even the world is tantamount to success. Yet few understand what strategy actually is and how it can be developed, planned, and implemented.

Strategy for the Global Market combines a fundamental study of the theory of strategy with its practical applications to provide a new approach to the global emerging market. Due to the technological transformations in communications and transportation, and the birth and development of both the global community and the global marketplace, the world and corporations are in much closer contact with their counterparts across the globe than ever before. This has led to increasing competition and even rivalry. Understanding the strategic environment, as well as solving problems through amicable means or conflict, require the powerful instrument of strategy to remain efficient and to triumph.

Features of this book include:
- Methodology and practical recommendations for all stages of developing and implementing strategy.
- A comprehensive guide with explanations and descriptions, for the preparation and orderly compilation of all necessary strategy documents.
- Real-world examples from corporate, government, and military strategic planning practices in emerging market countries and the global marketplace.

This book should be on the desk of every national, regional, and military leader, corporate executive, manager, and student of strategy.

Dr. Vladimir Kvint has been a professor of strategy, management systems and international economics at Fordham University, New York University’s Stern School of Business, American and LaSalle Universities, and Babson College and serves as chair of the Financial Strategy Department in the Moscow School of Economics at Moscow State University. He is a member of the Marriott Wood’s Committee and the Russian Academy of Sciences, a US Fulbright Scholar, and a well-established strategic advisor.
Quality of Life: Epistemology of Category

Aristotle’s “Good Life” Concept

Aristotle’s Concept of “Eudaimonia”

Category “Quality of Life”

Strategic Priorities

Source: © Dr. Vladimir Kvint, 2014
Vision of an Ontological Approach To Developing National Strategy

- Individual and Societal Values
- National Interests
- National Strategic Priorities

Source: © Dr. Vladimir Kvint, 2014
Correlation Between Values, Interests, Priorities and Competitive Advantages

Values: Individual and Societal

Interests

Priority A
- Competitive Advantage A

Priority B
- Competitive Advantage B

Priority C
- Absence of Competitive Advantage

Analysis of Priorities by Competitive Advantage

Source: © Dr. Vladimir Kvint, 2014
Concept of National Holistic Strategy

National Strategy
- Science and Innovation Strategy
- Economic and Financial Strategy
- Ecological Strategy
- National Security Strategy

Sectorial Strategies
- Military Strategy
- Industrial Strategies
- Educational Strategy
- Cultural Strategy

Corporate (Entity) Strategies

Strategies of Individuals

Source: © Dr. Vladimir Kvint, 2014
Dimensions and Stages of the Strategic Thought Process

Stage 1
Exploration of strategic approaches

Stage 2
Selection of strategic approach

Stage 3
Selection of enlightening key strategic idea

Stage 4
Development and evaluation of the key strategic idea

Source: © Dr. Vladimir Kvint, 2014
The Strategist’s Position Between the Past and the Future
Definitions of Strategy

**Strategy** is the system of finding, formulating and developing a doctrine that will ensure long-term success if followed faithfully.

**Strategy** is wisdom with a defined vector to success and with an assessment of resource limitations.

Source: © Dr. Vladimir Kvint, 2008
The Correlation Between Forecasting, Strategizing and Planning

Source: © Dr. Vladimir Kvint, 2014
Rehabilitation of a Symbol for Strategy
Stages of Business Strategy Development

Monitoring of Global Trends: Technological, Political, Environmental, Economic, Business

Industry Trends

Regional Trends

Preparation of Global Forecast

Industry Forecasts

Regional Forecasts

Forecast of Competitors Behavior
Forecasts of Products and Services
Forecasts of Suppliers

Community Forecasts
Regional Production Forecasts
Market Forecasts

Company Specific Forecast

Limiting Factors

External Environment
- Natural Resources
- Labor Resources
- Existent Production Facilities
- Capital
- Technological and Scientific Achievements

Internal Environment
- Technical and Scientific Competencies
- Existing Production Facilities & Infrastructure
- Capital
- Employees
- Raw Materials and Parts

Source: © Dr. Vladimir Kvint, 2008
Formal Strategy

**Formal strategy** is the final product of strategizing that takes into consideration previously updated forecasts, public values, and interests, and which consists of a defined mission statement, long-term vision (including priorities), objectives, and goals.

This long-term strategy must also include a particular scenario to be implemented via the strategic plan and a strategic management system that monitors its implementation.

Source: © Dr. Vladimir Kvint, 2014
Major Stages and Results of the Strategizing Process
Selection of Strategic Scenario, Tactic and Policy

Source: © Dr. Vladimír Kvínt, 2008
Stages of Strategy Implementation

1. Review of Existing Strategy
2. Time-Sensitive Resource Analysis
3. Corporate Entry Strategy
4. Organizational Analysis of Approved New Strategy
5. Develop Program for Each Objective with Resource Allocation
6. Strategic Reengineering
7. Strategic Revision of Management System
8. Development of Tactic and Policy for Strategy Implementation

Source: © Dr. Vladimir Kvint, 2011
Concept of a **Strategic Management System**

**Major Elements of a Management System**
- Strategic Leadership
- Organizational Structure
- Executives, Managers, Administrative Staff
- Strategic Decision Making Process
- Managerial Tools, Information Technology

**Major Functions of a Management System**

- Strategic Planning
- Strategic Motivation
- Strategic Monitoring and Control

**Strategic Adjustment**

Source: © Dr. Vladimir Kvint, 2008