



# Levels of Corporate Globalization: Developing a Measurement Scale for Global Customer Management

*P. Kuchinka*

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## **Levels of Corporate Globalization: Developing a Measurement Scale for Global Customer Management** P. Kuchinka

This book presents a new and practical segmentation approach to be used in global customer management in the form of a scale by which to measure the level of corporate globalization. This is a tool that will help companies segment their customers and enable them to adapt customer management strategies when dealing with increasingly global customers. This in turn helps determine the company's own strategic position, thereby enhancing corporate performance.

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