



Global Services: Moving to a Level Playing Field

Mark Kobayashi-Hillary, Kobayashi-Hillar Mark Kobayashi-Hillary, Richard Sykes Dr Richard Sykes

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The book examines the current situation and likely future developments in the global services marketplace. It applies the lessons learned from other industries - such as the globalization of manufacturing - to the IT services arena. The book recognizes that offshoring is a category of the international trade in services, and a natural development in the ongoing globalization of trade and commerce, rather than a novelty to be feared. It creates a new framework around technology-enabled and professionally-rich services, their globalization, and the competitive factors shaping their supply and their sourcing. It is aimed at an international audience of executives, board level and senior management, and at ICT vendor middle and senior management.

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