

This video discusses the insights that emerged from conversations with senior managers at InBev, previously known as Interbrew. These discussions centered on the company's strategy of acquiring regional beer brands and the complexities involved in creating global brands from these local entities. The author, an international business scholar, highlights the distinction made by managers between expanding into regions or cities rather than entire nations, emphasizing a subnational approach.

The examination of these interactions led to a broader exploration of the role that global cities play in international business, suggesting that the nuances of corporate behavior and performance are often more closely tied to specific urban centers than to entire countries. The authors developed a multi-level nested model, focusing on the subnational level's relevance, which includes cities and regions, in understanding multinational corporations' strategies.

This video also highlights the recent trend of globalization leading firms to concentrate their investments in a limited number of global cities. Empirical research indicates that a significant portion of global investment is funneled into these urban areas, which are characterized by the presence of advanced producer services, connectivity, and cosmopolitanism. These elements create an environment conducive to multinational operations.

Additionally, the text discusses how global cities are key players in addressing global challenges, especially regarding sustainability, where city mayors are increasingly collaborating to develop solutions at the local level, despite national political stalemates. Ultimately, the findings suggest that, contrary to the belief that globalization diminishes the importance of location, the geographic context and characteristics of global cities are crucial in shaping multinational corporate strategies and responses to global issues.