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John Cullen is Professor of Management at Washington State University where he teaches courses on international management, organizational theory, strategic management, and business ethics. He has also taught on the faculties of the University of Nebraska, the University of Rhode Island, Waseda and Keio Universities in Japan (as a Fulbright lecturer), and the Catholic University of Lille in France.

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Multinational MGMT. 19. A global product or service is a. Adapted for each country's unique needs. b. A similar product or service for all customers throughout the world. c. A product or service that requires bilingual customers. d. Products developed for use outside the country.

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A(n) _____ approach to strategy formulation and implementation is one in which a multinational corporation makes strategic decisions based on the merits of the individual situation rather than using a predetermined economic or political strategy.

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