Foreword

There are far too few global industry studies in international business research. There is much current attention paid to context in terms of host country and source country conditions, but there has been a decline in research on the industry context. In the modern world economy, global industry context is extremely important as it determines the parameters of competition and constrains the feasible strategic choices of firms in that industry. The evolving technology at industry level is also a crucial determinant of developments at both firm and intra-firm levels of analysis. Bringing the industry back in is, therefore, vital for an understanding of global developments. There are far too many atomised studies of individual firms which abstract from the industry context. I am, therefore, delighted to write the foreword for this book on the global brewery industry because it pays full attention to the industry context when examining the strategies of individual firms. The industry context helps us to understand restructuring by mergers and acquisitions, the interaction of supply and demand factors and the development of the structures of multinational brewing companies. The authors of the various chapters show great awareness of the context in which their analyses are conducted and this gives a fully rounded approach to global strategy in the brewing industry. The authors and editors are to be congratulated on their in-depth understanding of the industry and the companies within it. This gives a satisfying unity to the book and allows the reader to emerge with a fully contextualised understanding of the global brewing industry.

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