Category

Strategy

Internationalization & Cross-Border Expansion Strategy Playbook

Sequencing multi-market international growth using the CAGE distance framework

- Executive
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- 3 minute(s)

Overview

A framework for deciding which countries to enter, in what order, and how to sequence international expansion across cultural, administrative, geographic, and economic distance — not just one market at a time.

How is this different from the Market Entry playbook?

Market Entry evaluates one candidate market in depth. This playbook is one level up — it's about sequencing multiple markets over a multi-year international expansion program.

Does this apply to digital/remote-delivered businesses too?

Yes, though administrative and cultural distance usually matter more than geographic distance for digital businesses — the framework still applies, with different weighting.

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