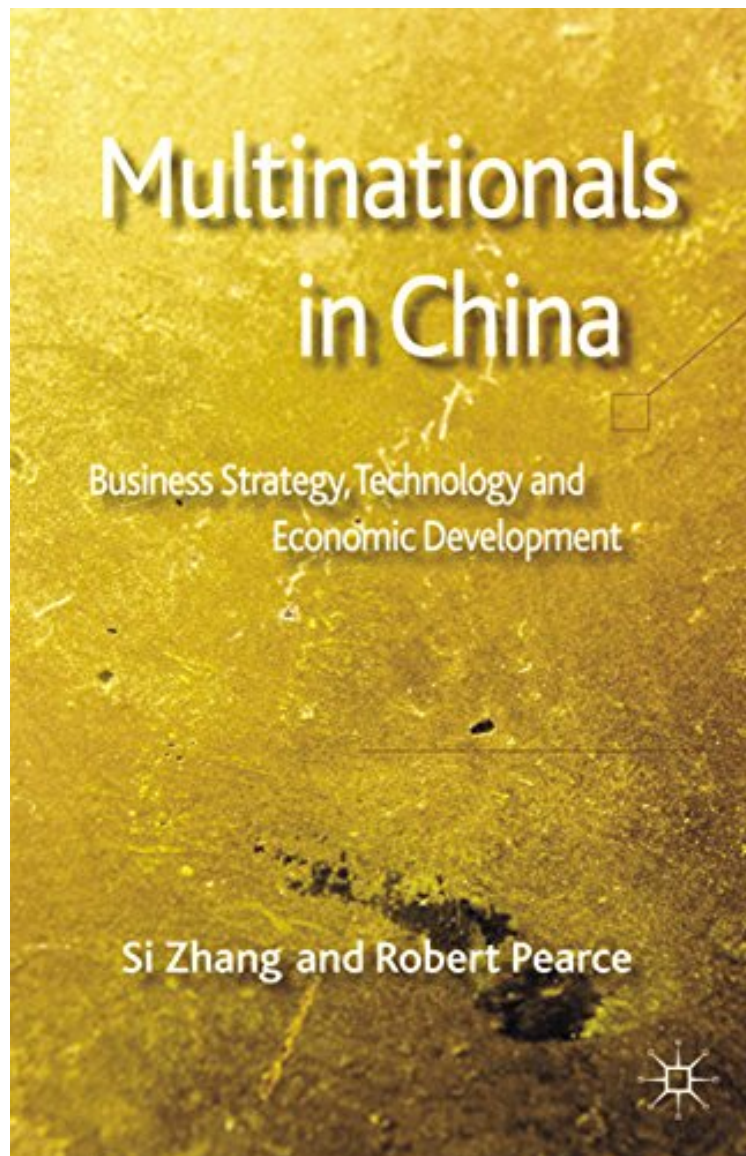


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# Multinationals in China: Business Strategy, Technology and Economic Development

*S. Zhang, R. Pearce*

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About the Author ROBERT PEARCE is Professor of International Business Emeritus at the University of Reading, UK. He has published extensively in the areas of international business and economics. His current research interests are in the global strategies of MNEs, their creation and application of technology and the application of these aspects of their behaviour to issues in economics. His most recent book, co-authored with Marina Papanastassiou is *The Strategic Development of Multinationals*. SI ZHANG received her doctorate from the University of Reading, UK. She is an associate of the China in Comparative Perspective Network (CCPN) centre at the London School of Economics and Political Science, UK, and the John H Dunning Centre of International Business at the University of Reading.