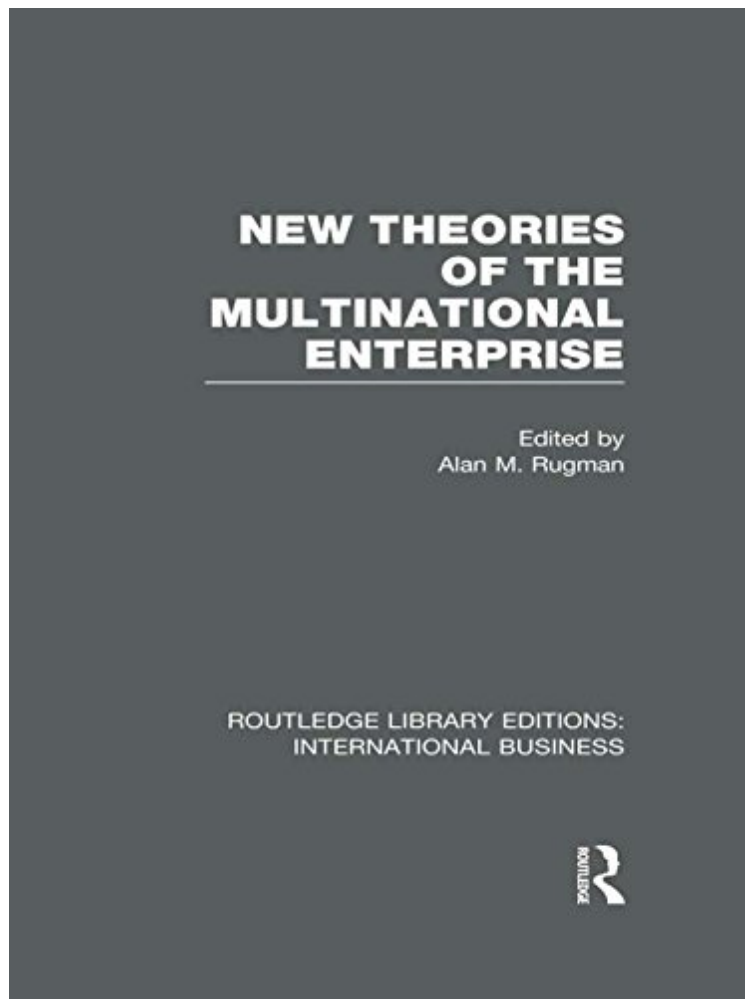


(Ebook pdf) New Theories of the Multinational Enterprise (RLE International Business) (Routledge Library Editions: International Business)

New Theories of the Multinational Enterprise (RLE International Business) (Routledge Library Editions: International Business)

From Routledge
*audiobook / *ebooks / Download PDF / ePub / DOC*



#4205676 in eBooks 2013-04-02 2013-04-02 File Name: B00C5JE7JO | File size: 22.Mb

From Routledge : New Theories of the Multinational Enterprise (RLE International Business) (Routledge Library Editions: International Business) before purchasing it in order to gage whether or not it would be worth my time, and all praised New Theories of the Multinational Enterprise (RLE International Business) (Routledge Library Editions: International Business):

This book brings together the work of noted authorities in the field of multinational enterprises who explain and debate the merits of internalization theory as the new general theory of the multinational enterprise. Alternatives to internalization, such as licensing, joint ventures and other contractual arrangements are also evaluated. There are many

applications to actual businesses, such as in the hotel, fish, food and banking industries. Also considered are regional office location and applications of the theory to Canada, Japan, the former Yugoslavia, the UK and USA.