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Strategic Management in Multinational Corporations

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Strategic Management Of Multinational Corporations

**Christian G. Asmussen, Niron
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Strategic Management of Multinational Corporations Heidi Vernon Wortzel, Heidi Vernon, Lawrence H. Wortzel, 1985

Strategic Management in Multinational Companies Yves L. Doz, 1986 Based on extensive research in major multinational corporations this book analyses the types of strategic choices and organisational capabilities that underlie the success or explain the failure of multinationals in trading off needs for national responsiveness to market diversity and host government policies and needs for international integration into a centrally managed production system and logistic network of operations in various countries International Business: Strategic management of multinationals Alan M. Rugman, 2002 This comprehensive four volume set includes all major contributions to the field of international business It also includes key writings in the areas of international political economy and on regional and national issues The Strategic Development of Multinationals M. Papanastassiou, R. Pearce, 2009-10-21 The chapters in this book provide detailed analyses of a range of issues that feed into an overview of the strategic development of the MNE over the past 40 years This modeled as the evolution of the MNE from a multidomestic hierarchy to a network hierarchy to the contemporary strategic diversity of the heterarchy The extensive range of empirical and conceptual analysis covers the strategic roles and competitive evolution of subsidiaries the positioning of R how MNEs R the ways in which dispersed subsidiaries and labs now work to support both the effective use of current competitive technologies and the generation of new sources of competitiveness for global firms An underlying theme of the book that is also developed conceptually is how the global operations of MNEs involve selective involvement with national economies and the implications of this for globalization and economic development

International Strategic Management Franklin R. Root, Kanoknart Visudtibhan, 2023-12-31 Contains articles on aspects of strategic management in the multinational enterprise Contributions fall into four areas multinational and transnational enterprise the top management perspective the normative decision making emphasis and regency of publication no earlier than 1985

The Theory of Multinational Enterprises The late Alan M. Rugman, 1996-01-01 The articles in this volume explore aspects of multinational enterprises apply the theory of internalization to North America Europe Japan Rugman provides the reader with insights into the intellectual personal history of the papers

Global Strategic Management Gerardo R. Ungson, Yim-Yu Wong, 2014-12-18 International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy To succeed in this challenging environment firms need a well developed capability for sound strategic decisions This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success It is designed to help readers achieve three essential objectives First it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results The book is packed with frameworks cases anchoring exercises techniques and tools to help readers emerge with a completed business plan after the last chapter Second it focuses on

strategy and how firms build competitive presence and advantages in a global context A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context Third it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad In addition to core issues each chapter presents frameworks analytical tools action oriented items and a real world case all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context

Encyclopedia of International Strategic Management Christian G. Asmussen, Niron Hashai, Dana Minbaeva, 2024-02-12 This dynamic Encyclopedia presents succinct definitions explanations and compact reviews of a comprehensive range of topics in the continually evolving field of International Strategic Management ISM A diverse and international collective of eminent scholars and thought leaders leverage their research expertise to present concise reviews of the state of the art of research in ISM exploring the manifold aspects of firms global strategies

Multinational Corporations and Organization Theory Christoph Dörrenbächer, Mike Geppert, 2017-02-24 This volume covers a range of on going and newly emerging debates in the study of multinational companies MNCs A key aim is to consolidate and make available in one place new conceptual methodological and critical MNC research

Handbook of Research on International Strategic Management Alain Verbeke, Hemant Merchant, 2012-01-01 Verbeke and Merchant have assembled a remarkable collection of brand new essays by the who s who of international business It will become a standard reference for both junior and senior scholars working in this increasingly important area _ Ravi Ramamurti Northeastern University US Leading thinkers about the multinational enterprise offer both concise syntheses and critical reflections of the state of the art on international strategic management research They in particular highlight the potential of internalization theory as a central paradigm for the field and critically examine pertinent issues such as the complex notion of distance in international business Refreshingly they do not shy away from naming flaws in recent work while offering avenues to improve the quality and impact of future research _ Klaus Meyer University of Bath UK The Handbook provides an impressive state of the art overview of the international strategic management field as an area of scholarly inquiry The great strength of the work is the thoughtfulness of the messages conveyed by the expert team of authors The implications for future international strategy research and for international management practice are profound and will influence the next generation of scholars in international strategy as well as senior level managers Corporate executives will continue to operate in a world that is far from flat and will use this volume as a reliable compass in the form of powerful conceptual frameworks to navigate uncharted territory in the global economy The Handbook presents a collection of 24 original research papers that should serve international strategy scholars and reflective MNE managers alike

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