simple!

Introduction to Business - Lawrence J. Gitman - 2018

Multinationals, Environment and Global Competition - Sarianna M. Lundan - 2004
Aims to present research concerning the strategic importance of environmental concerns within the multinational firm, and to explore the implications of corporate environmental strategy on public policy. This book is useful to students and decision-makers interested in the changing role of multinational enterprises in the global economy.

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Strategies in Global Competition - Neil Hood - 2012-11-26
The main thrust of Part 1 is to give some understanding of the concept of ‘global competition’. In doing so, the chapters rely heavily on industrial studies. Part 2 deals with two different aspects of this change viewed from two different perspectives. The one is economic and more macro: the other political and social and more micro, being concerned with the way in which companies have to utilize their various organisational units and integrate information on a fragmented environment into a strategic whole. Part 3 deals specifically with technology, as the particular segment of the environment which often has the largest impact on future strategies. In Part 4 the perspective of global competition is applied at industry, country and company levels and it is shown that this perspective adds new dimensions to old problems. The final parts address the problem of management in global competition.

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companies need to do to stay competitive in the future. This book is an extended and significantly updated new play host to operations of these companies. This book analyses in detail the new dimensions in MNEs’ approach to global competitiveness and the role played in this by overseas R & D units, and discusses the implications of this for host countries’ growth and welfare.

**Enhancing Global Competitiveness Through Sustainable Environmental Stewardship** - Subhash C. Jain - 2011-01-01

It is apparent that environmental issues affect the livelihoods and well being of individuals, communities and businesses the world over. In that vein, this book examines the impact that climate change and other environmental factors have on business. The effect of climate change, while a significant factor, will influence business slowly, but inexorably. Executives should manage environmental risk at three levels: regulatory compliance, potential liability from industrial accidents, and pollutant release mitigation.Companies that are proactive in mitigating their exposure to climate-change risks will not only generate new profitable opportunities, but also gain competitive advantage over their rivals in a carbon-constrained future. Enhancing Global Competitiveness through Sustainable Environmental Stewardship provides frameworks for identifying how climate change might affect a business, and suggests strategy guidelines to manage the risks and seek opportunities.

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**The Evolution of Tiger Management** - Martin Hemmert - 2017-10-19

Throughout the last several decades, Korean companies have become strong global competitors in a wide range of manufacturing industries. How did they achieve this exceptional performance? The Evolution of Tiger Management uncovers the secret of their success through a comprehensive analysis of Korean-style management. It explains how it has developed, why it works so well, what non-Koreans can learn from it, and what Korean edition of Tiger Management: Korean companies on world markets (Routledge, 2012). It tells the remarkable stories of how Korean firms, seemingly coming from nowhere, have successfully challenged their Western and Japanese competitors globally. A new chapter highlights the rise of Korean venture firms and start-ups. Next, the essence of Tiger Management is analyzed by showing that it consists of an effective combination of business strategy, leadership, and human resource management practices. Finally, the evolution and future of Tiger Management is discussed by showing how Korean companies have adapted to changes at home and abroad, and how non-Korean companies can adopt Tiger Management. A new final chapter discusses the way forward for Korean companies.

**Global Economy, Global Technology, Global Corporations** - National Research Council - 1998-05-17

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**Rising to the Challenge** - National Research Council - 2012-08-06

America's position as the source of much of the world's global innovation has been the foundation of its economic vitality and military power in the post-war. No longer is U.S. pre-eminence assured as a place to turn laboratory discoveries into new commercial products, companies, industries, and high-paying jobs. As the pillars of the U.S. innovation system erode through wavering financial and policy support, the rest of the world is racing to improve its capacity to generate new technologies and products, attract and grow existing industries, and build positions in the high technology industries of tomorrow. Rising to the Challenge: U.S. Innovation Policy for Global Economy emphasizes the importance of sustaining global leadership in the commercialization of innovation which is vital to America's security, its role as a world power, and the welfare of its people. The second decade of the 21st century is witnessing the rise of a global competition that is based on innovative advantage. To this end, both advanced as well as emerging nations are developing and pursuing policies and programs that are in many cases less constrained by ideological limitations on the role of government and the concept of free market economics. The rapid transformation of the global innovation landscape presents tremendous challenges as well as important opportunities for the United States. This report argues that the United States can not merely continue to capture the outputs of innovation - the commercial products, the industries, and particularly high-quality jobs to restore full employment. America's economic and national security future depends on our succeeding in this endeavor.

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Climate change has become an important topic on the business agenda with strong pressure being placed on companies to respond and contribute to finding solutions to this urgent problem. This text provides a comprehensive analysis of international business responses to global climate change and climate change policy. Business activity on global, regional and national levels, using examples and systematic data from a large number of international companies. The first part outlines the international climate policy landscape and voluntary initiatives taken by companies, both alone and together with others. The second part examines companies’ strategies, covering innovation for climate change, as well as compensation via emissions trading and carbon offsetting. Written by well-known experts in the field, International Business and Global Climate Change illustrates how an environmental topic becomes strategically important in a mainstream sense, affecting corporate decision-making, business processes, products, reputation, advertising, communication, accounting and finance. This is a must-read for academics as well as practitioners concerned with this issue.

Praise for THE NEW EMERGING-MARKET MULTINATIONALS One of Strategy and Business’s Best Business Books of the Year “This book is a real eye-opener. It will forever change your assumptions about international economic competition and who the winners will be.” —PHILIP KOTLER Kellogg School of Management and author of Winning at Innovation “An insightful read—essential for those wishing to understand the evolution and growth of emerging-economy EMNCs and how they will reshape global market structures.” —ANAND MAHINDRA, Vice Chairman and Managing Director, Mahindra Group, India “As this timely book so insightfully points out, the rise of emerging-market multinationals is shifting the global competitive landscape and the thinking about new growth, strategy, and talent equations. A must-read for business leaders responsible for navigating today’s global environment.” —MUHTAR KENT, Chairman and Chief Executive Officer, The Coca-Cola Company “This book offers an array of fascinating examples and an interesting framework for stimulating thinking about EMNCs’ strategic options.” —PANKAJ GHEMAWAT, IESE Business School, and author of World 3.0 “A must-read. The book is well written and filled with case illustrations, examples, and quotes to make the case’s content easy to understand.” —HANSIOE CHIN, Professor, INSEAD; Codirector, INSEAD Blue Ocean Strategy Institute; and bestselling author of Blue Ocean Strategy “This is the future of global competition. You need to understand it if you aspire to be a player or if global markets are now a part of your strategy.” —DAVID A. AKER, Vice Chairman, Prophet, and bestselling author of Brand Relevance “This book gives a clear idea of the success formula of emerging-market multinationals by showing practical insights based on a deep understanding of EMNCs. This will help readers from any type of company structure and position. —WONHONG CHO, Executive Vice President and Chief Marketing Officer, Hyundai Motor Company “An excellent collection of ideas and examples that should inspire companies in emerging markets looking to build brands and markets anywhere.” —BUSINESSWORLD About the Book: LG, HTC, Tata, Haier: Lenovo, Arcelik. Natura. From smartphones and computers to blue jeans and beer, companies from China, India, Taiwan, Mexico, Turkey, and other emerging markets are now winning leading market shares with their own-branded, high-quality products—rather than with poorly produced products sold under other brand names. These emerging-market multinational companies (EMNCs) are giving the incumbent market leaders of North America, Western Europe, and Japan a run for their money in the areas of innovation, branding, and marketing. How have these small, under-serviced companies come so far so quickly? And what can you learn from their strategies and tactics? Renowned experts in global branding and marketing, the authors of The New Emerging-Market Multinationals conducted an in-depth study of 39 EMNCs to reveal the innovative compete-from-below strategies and tactics fueling these companies’ meteoric rise. The authors identify four strategies driving this growth: COST LEADERS leverage existing low-cost structures and large-scale volumes to extend their reach into developed markets. KNOWLEDGE LEVERAGERS tap their existing resources and knowledge of home consumers and the market to build branded businesses in other emerging markets. NICHE CUSTOMIZERS combine their cost advantages in manufacturing with newly developed low-cost R&D capabilities to develop customized niche-segment branded offerings in other emerging markets. GLOBAL BRAND BUILDERS use their low-cost manufacturing and R&D capabilities to build branded businesses in developed markets—but limit their focus to specific products and segments through a process of focused innovation. Whether you run an EMNC or a developedmarket company, deep knowledge of the strategies outlined here is an absolute necessity for competing effectively now and in the future. Don’t get caught off guard by the “new kids on the block”—because today’s EMNCs are determined to be tomorrow’s market leaders.

Praise for THE NEW EMERGING-MARKET MULTINATIONALS One of Strategy and Business’s Best Business

International Business and Global Climate Change - Jonatan Pinkse - 2009-01-13
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Multinationals, Technology & Competitiveness (RLE International Business) - John Dunning - 2013-04-02

This book explores some aspects of the interface between technology, competitiveness and the role of multinational enterprises in the world economy. This group of essays stresses the role of asset creation and usage, rather than reliance on natural factor endowments as a basis for national competitiveness and examines the role of multinational enterprises as vehicles for technological transfer, and the efficient co-ordination of economic activity across national boundaries.

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Seminar paper from the year 2017 in the subject Business economics - General, grade: 1.0, EBC University Düsseldorf, language: English, abstract: The growing interdependence of countries and internationalization of companies is one of the most extensively discussed topics of the last decades. Not only international trade has risen strongly, but also foreign direct investments (FDI) have been increasingly conducted by expanding companies worldwide. Companies widening their range by seizing opportunities internationally are mostly likely able to fuel their growth, whereas the position of organizations that only operate nationally is continuously weakened. Therefore, especially big multinational corporations from developed countries, like Nestle or Unilever, strive to steadily expand their global presence in order to thrive in a highly competitive global market. Whereas emerging economies, like China or India, are popular to invest in for MNCs, internationalization is increasingly including companies from those developing nations as well. Additionally, those Emerging Market Multinationals (EMNCs) are not only gaining power on an international level but are also becoming effective local competitors for multinational companies in their home markets. Hence, losing their market shares to the local competition, MNCs are forced to rethink their strategy in emerging markets. According to the new challenges, multinationals have to face in developing markets the following paper aims to analyze the competitive environment in emerging countries and thus derive promising approaches for MNCs to successfully stabilize their position. The analysis will be based on a theoretical background, including the description of general reasons for internationalization, foreign direct investments as an entry mode as well as the “Being International Strategies” according to Bartlett/Ghoshal (1989) and broader relevant models. Afterwards, the current situation and competitive environment in emerging markets will be outlined. The analysis itself will be conducted on the example of Nestlé in the Chinese market in order to further assess MNCs’ position in developing countries. After giving a short company introduction, the Chinese food processing industry, as well as Nestle’s internationalization strategy, will be examined. In order to further assess the company’s position and performance in China Porter’s 5 forces framework will be applied. To conclude, general implications for the competitive situation in emerging markets and MNC’s strategies as well as an evaluation of Nestle’s position in China are derived and outlined.


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Adapting and Mitigating Environmental, Social, and Governance Risk in Business - Ziolo, Magdalena - 2021-04-16

Environmental, social, and corporate governance (ESG) risk considers the nonfinancial risks that could arise in a
informative book explores such topics as the types of comparative advantages that firms use for developing own risk profiles, there is a need for risk management and mitigation that is unique for each company. Because of this variability, the study on ESG risk factors and motives of incorporating the ESG perspective into business models are crucial yet challenging. Therefore, it is important to understand how companies are adapting and mitigating ESG risk in diverse types of businesses. Adapting and Mitigating Environmental, Social, and Governance Risk in Business examines processes in enterprises that can increase the sustainability of business models and their coherence with the assumptions of the concept of sustainable development and ESG risk.

Furthermore, the book explores how enterprises operating in different sectors are adapting their business models towards sustainability in order to create sustainable value. This book is a valuable tool for managers, executives, entrepreneurs, practitioners, academicians, researchers, and graduate students in finance, business, and management.

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Global Competitiveness in the Pharmaceutical Industry - Madhu Agrawal - 1999-09-03

Examine the global pharmaceutical industry and the effect of national, regulatory, economic, and market environments on the competitiveness of the industry! This unique book is the only empirical study that examines the effects of the national environment on the competitiveness of a country's pharmaceutical industry. This unique research presented in this book examines the determinants of global competitive advantage in the pharmaceutical industry by answering such questions as: Which factors stimulate or inhibit a nation's pharmaceutical industry to be globally innovative? Which factors stimulate or inhibit diffusion of pharmaceutical innovations (NECs) into its markets? Are there differences between industrialized and developing countries with respect to factors that affect innovation and global competitiveness in the pharmaceutical industry? Global Competitiveness in the Pharmaceutical Industry makes several theoretical, empirical, and methodological contributions which lead to results and generate important managerial and public policy implications. You will find a comprehensive overview of the nature of global competition in the pharmaceutical industry and its evolution in the post World War II period. Global Competitiveness in the Pharmaceutical Industry provides you with an in-depth understanding of the dynamics and importance of the global pharmaceutical market.

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encourage a practical understanding of strategy. With in-depth analyses and recommended strategies, this edition provides students of international business with the skills they need for success on the global stage. A companion website features an instructor’s manual, test bank, PowerPoint slides, and useful links for instructors as well as practice quizzes, flashcards, and web resources for students.

The Multiple Dimensions of Institutional Complexity in International Business Research - Alain Verbeke - 2021-03-04
This volume provides a fresh overview of many novel international business research challenges as they pertain to salient institutional dimensions with a locational component, with a focus on the ‘new normal’.

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International Business-Society Management - Rob van Tulder - 2005-12-16
In the twenty-first century, as traditional divides are redefined, bargaining over corporate responsibilities has increasingly centred around corporate reputation and the question of whether businesses are part of society’s problems or part of their solution. This ground-breaking book treats issues, strategies and societal interaction in a homogenous manner and analyzes the nature of the international bargaining society as it has matured. Discussing and contextualizing contemporary debates on international corporate social responsibility, globalization and the impact of reputation, this key text integrates them into a new and coherent framework: Societal Interface Management. Using this unique framework, it explores the interfaces between international corporations, governments and civil society representatives. Analytic and revealing, the text applies the framework to in-depth studies of Nike, Shell, Triumph International, GlaxoSmithKline and ExxonMobil. It investigates the conflicts surrounding Burma, blood diamonds, child labour, oil spills, food safety, patents on HIV/AIDS medication and labour rights that have resulted in a large number of disciplining activities. An accompanying website (www.ib-sm.org) contains additional case studies, as well as issue dossiers on the challenges confronting international firms. Drawing on a wealth of experience both in research and teaching, the authors have developed a text that integrates reputation, responsibility, ethics and accountability. Clearly constructed, it is a must-have book for all those studying or teaching business ethics, political economics, economic geography, public relations, and corporate social responsibility.

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Global Competition and the Environment Performance of Resource Firms - Gordon L. Clark - 1993
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The technological revolution has reached the world, with important consequences for business, government, and the labor market. Computer-aided design, telecommunications, and other developments are allowing small players to compete with traditional giants in manufacturing and other fields. In this volume, 16 engineering and industrial experts representing eight countries discuss the growth of technological advances and their impact on specific industries and regions of the world. From various perspectives, these distinguished commentators describe the practical aspects of technology’s reach into business and trade.

**Globalization of Technology** 
Proceedings of the Sixth Convocation of The Council of Academies of Engineering and Technological Sciences - 1988-02-01

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**Financial Strategies in Competitive Markets**
Hasan Dincer - 2021-05-15

As globalization continues to rapidly evolve, economic borders between countries have practically disappeared. One effect is that nowadays companies can access new markets by investing in other countries. This offers an important advantage especially for international and large-scale companies. However, one result is the increased market competition. Small-scale local firms and SMEs have to compete with international firms and corporations that have significantly more resources. This competitive environment jeopardizes the sustainability of the smaller companies, which often are driven out of business by the more powerful global players. This book discusses financial strategies for small and middle size companies to increase their competitiveness in the global markets.

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**Corporate and Institutional Transparency for Economic Growth in Europe**
Lars Oxelheim - 2006

‘Transparency’ has in recent years become a buzzword in the economic-political debate about prospects for economic growth in general and for Europe in particular. A number of events, trends, and developments - for example the East-Asian financial crisis, a series of corporate governance scandals in the United States and in Europe, the introduction of the euro as a common currency in part of the European Union, a global trend toward politically independent central banks, growing attention to environmental issues - have reformulated the governance structures of supranational and multilateral organizations such as the EU and the UN - and have made transparency an issue of highest concern. However, the long and winding road leading from improved transparency in Europe to increased economic growth in the region has never been mapped out in a coherent way. The reason is simply that the causal chain from transparency to growth needs to be discussed in a comprehensive, interdisciplinary way, incorporating different research areas and traditions - from accounting to economics and political science. This book attempts to bridge that gap in current literature. What is ‘transparency’? Are there different kinds of it? What does it do? How much of it do we need, and for what purpose? In this book, the purpose of transparency is assumed ultimately to be higher rates of economic growth, and so the analyses in the different chapters take an ‘instrumental’ view of transparency, where the relevant question is whether increased transparency leads to more efficient resource allocation. The chapters address transparency in different markets and at different levels: from corporate financial disclosure to lobbying; from the risk incentives facing banks to competition and environmental policies. The book raises important questions and delivers a wealth of insights which will be of great use to a wide spectrum of audiences, including researchers and students on the one hand and policy makers, bureaucrats, and finance and investment professionals on the other.

The Editor Lars Oxelheim holds a chair in International Business and Finance at Lund University, Lund and is an affiliate of the Research Institute of Industrial Economics (IUI), Stockholm and of the Fudan University, Shanghai. His current research focuses on the implications of macroeconomic disturbances for corporate performance and issues related to economic and financial integration. He has published some 25 books and numerous articles in the areas of international business and finance, corporate finance and corporate governance. Among his recent monographs are Money Markets and Politics: A Study of European Financial Integration and Monetary Policy Options (Cheltenham: Edward Elgar, 2003) (with Jens Forsbäck), European Union and the Race for Foreign Direct Investment in Europe (Oxford: Elsevier, 2004) (co-edited/authorised with Perez Ghauri) and Corporate Performance and the Exposure to Macroeconomic Fluctuations (Stockholm: Norstedts Academic Publishers, 2005) (with Clas Wihlborg).

**Business and Management Environment in Saudi Arabia**
Abbas Ali - 2009-02-11

For the last 60 years, Saudi Arabia has assumed a vital economic role and has been situated on the center stage of the global economic and political scene. While the market was once dominated by American and British firms, and later Japanese corporations, Korean and Chinese companies have now aggressively entered the market and have posed serious challenges to entrenched multinational corporations. The Saudi market has newly become an arena for unbridled competition. As companies must adapt and embark on creative means to sustain their positions in dynamic markets, multinational corporations must also find a comprehensive approach to dealing with cultural and political developments. Having a competitive edge demands familiarity with market nuances and peculiarities in addition to providing quality product and service. Business and Management Environment in Saudi Arabia is not primarily about how to conduct business in the region, but rather it provides insightful information to optimally guide western managers in conducting their operations in Saudi Arabia. The book offers essential insights which will be of great use to a wide spectrum of audiences, including researchers and students on the one hand and policy makers, bureaucrats, and finance and investment professionals on the other.

The editor, Abbas Ali, is an economist and a policy advisor with specific government and private sector experience in Saudi Arabia. He has worked extensively in the field of development with the Asian Development Bank, the Brookings Institution, and the University of Maryland. He has worked as President of the National Youth Council, an executive committee member of the Literacy Council, and an executive committee member of the European Chamber of Commerce in Riyadh. He has also authored and co-authored a number of books and articles in the areas of economics and business.
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The Oxford Handbook of Business and the Natural Environment - Pratima Bansal - 2012

This Handbook discusses the main issues, research, and theory on business and the natural environment, and how they impact on different business functions and disciplines.

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The Future of Foreign Direct Investment and the Multinational Enterprise - Ravi Ramamurti - 2011-04-27

This Festschrift in honour of Professor Yair Aharoni, a pioneer in the field of international business, looks at several of these new trends in FDI, what they will mean for firms and governments, and the opportunities created by these developments to enrich or extend extant theory.

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For many years to come this volume...is surely going to be the ultimate reference work on international business. . . thanks to Dunning and Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. Seev Hirsch, International Business Review Multinational Enterprises and the Global Economy has become a classic in international business. . . Yet, the book's second edition is even better than the first, in part because of Professor Dunning's wise decision to choose Dr Lundan as his co-author. Dr Dunning has the proven ability of various strands of research on IB to create new knowledge and explain the role of the multinational corporation in the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as richer countries attracted more foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future.

Mark Casson, University of Reading, UK This thoroughly updated and revised edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developing and developing countries. Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social implications of globalization and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever-changing global and environmental landscape. Drawing on articles and books from international business and economics, as well as economic geography, political economy and strategic management, a systematic overview of the developments in scholarly thinking is prese
Global Corporate Strategy and Trade Policy - Alan M. Rugman - 2017-10-10

At the end of the twentieth century, international business functioned in an environment dominated by the triad of economic power formed by the USA, Japan and the European Community. Multinational corporate strategies had to be formulated within the context of intense global competition between these three economic blocs. This book, first published in 1990, analyses the interplay between the trade policies adopted by the major powers and the competitive strategies of international corporations. With particular reference to trade relations between Canada and the USA, the effects of Japanese multinational dominance and the implications of European economic integration, this volume throws new light on the interaction between international business and government trade policies.

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The Oxford Handbook of International Business - Alan M. Rugman - 2009-01-16

As globalization explodes, so has international business scholarship. This second edition of the Oxford Handbook of International Business synthesizes all the relevant literature of the last 40 years in 28 original chapters by the world's most distinguished scholars. Reflecting the changes and development in the field since the first edition this new edition has a changed structure, all the chapters have been updated to take account of the latest scholarship, and five new chapters freshly written. The Handbook is divided into six major sections, providing comprehensive coverage of the following areas: - History and Theory of the Multinational Enterprise - The Political and Regulatory Environment - Strategy and International Management - Managing the MNE - Area Studies - Methodological Issues These state of the art literature reviews will be invaluable references for students in business schools, social sciences, law, and area studies.

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The Oxford Handbook of Management in Emerging Markets - Dr. Robert Grosse - 2019-01-08

For nearly two decades, emerging markets have been a primary source of growth in the world economy. They have become more international and compete more extensively with companies in developed countries. For these reasons, an understanding of managing businesses in emerging markets is a fundamental skill for competing in the twenty-first century. The Oxford Handbook of Management in Emerging Markets identifies key elements of the business systems and competition in emerging markets around the world, and then looks at competitive strategies of companies going into and coming out of these countries. While business is business, the handbook's markets, such as the role of the government, the potential weakness of infrastructure, and the skill and innovation bases available locally in emerging markets, among other elements. The volume is organized into five sections. The first section establishes conceptual perspectives for exploring the current business environment in emerging markets. The second section focuses on questions surrounding governance and markets. The third explores multinational enterprises (MNEs) in emerging economies, while the fourth section looks at local firms and emerging market MNEs. The fifth and final section looks at management in emerging markets within specific countries and regions around the world. This handbook is a vital resource for scholars, students, and managers looking to expand into emerging economies by providing comprehensive analyses of functional areas from human resources to finance to marketing, and issues such as family businesses, state-owned enterprises, and the bottom of the pyramid.

Royal Dutch Shell & The Nigeria Delta - Anne Leuschner - 2010-12-13

Essay from the year 2010 in the subject Business economics - Economic Policy, grade: A, University of California, Berkeley - language: English, abstract: The question of the compatibility of the world’s economic efficiency and the distribution of material and social goods can - in times of globalization - no longer be discussed in a national economic framework. A quarter of the world’s population produces and distributes four-fifths of the world production of goods and the rest of the world, three quarters, must get along with what remains. What doesn’t seem to work very well: every year more than 10 million children die from malnutrition and disease, over a billion people living in extreme poverty. Is the wealth of the rich directly related to the poverty of the poor? Is there a connection between the economic efficiency of the global economy and the disaster of the global distribution of wealth? This connection can today no longer be denied. Even the World Bank concedes that unfavorable factors have led some countries to an uninterrupted downward trajectory. One of those countries is without doubt Nigeria! Especially the Niger Delta has become a hot topic among human rights activists, environmentalists and fair trade supporters around the world. For some of them, the recent crises is caused by the Western ignorance and its willingness to degrade the populace of the developing world to fill its own perceived energy needs. However this causes and accountability for this ongoing environmental disaster are not conclusively. This paper will identify the extent to which oil companies profit of the oil resources coming from the Niger Delta while the local population still suffers from poverty. By doing that its of a great importance to identify and analyse both parties - the local nigerian people on the one hand and the international oil companies on the other hand – in order to confront their arguments. Of particular interest is the objective of Royal Dutch Shell as a multinational petroleum company dealing with the enormous pressure of the global competition and the blame to act unsustainable while the end of „hunger“ for energy among the industrialized world is not in sight.

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