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# REASSESSING THE INTERNATIONALIZATION OF THE FIRM

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# Reassessing The Internationalization Of The Firm

**Tamer Cavusgil, Rudolf R.  
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## **Reassessing The Internationalization Of The Firm:**

*Reassessing the Internationalization of the Firm* Catherine Nancy Axinn, Paul Matthyssens, 2001 As the international behaviour of firms changes so too must the theories used to describe explain and predict that behaviour change This volume is conceived as an exploration of the evolving nature of internationalization in the context of shifting environmental forces in an effort to highlight the nature of firms changing behaviours explore the potential reasons for those changes and propose new perspectives from which a more contemporary theory of internationalization can be developed The papers in this volume examine the internationalization behaviour of a wide range of firms from MNCs to SMEs including firms from both developed and emerging economies Consideration is given to the rapid internationalization of born global firms to inward as well as outward internationalization and to the dynamic nature of internationalization at the beginning of the 21st century

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economics as well as exciting emerging topics in this field topics which are expected to be of continuing importance In doing this it takes account of advances in economic thought analysis and applied methods Contributions provide applications of economic analysis to tourism policy and constructive assessment of contemporary thought about tourism economics The handbook includes several in depth case studies such as the contribution of tourism to economic development in selected countries including China India Japan and Australia Portugal and Fiji Coming from diverse countries both industrialised and developing and established in the field of tourism economics travel and management many of the contributors have been consultants to governments private organisations and international bodies including the UN World Tourism Organisation the OECD and UNEP Experts contributing to this volume include the President of the International Association of Tourism Economics as well as its Secretary General the Secretary General of the Tourism Research Centre Association of Tourism Research Institutes the Founder Fellow of the International Academy for the Study of Tourism and the former Director of the UK s Centre for Social and Economic Research on the Global Environment CSERGE

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