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Multinational Business Strategy

Mark Casson

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interests This work has been inspired in part by two apparently quite different but actually related contemporary trends on the one hand an emergence or revitalization of clusters of activities co located in or around selected global city regions or fast growing metropolitan areas and on the other hand an increased global dispersion of activities conducted within the value chains managed or coordinated by many large multinational enterprises and their business partners. The former trend has given rise to discussions of how the elite of the cultural cognitive economy of the 21st century in Allen Scott s terminology or the creative class Richard Florida's term are now being drawn or brought back to major urban centers while the latter trend is associated with debates over outsourcing and the economic and social consequences of shifts in the ownership and location of distinct nodes of value chains once production systems become more fragmented and the component parts of such systems become more geographically dispersed An increased interest in the subject of international business location has been shown by scholars in Strategic Management in Economic Geography and in Regional Science as well as in our own interdisciplinary field of International Business Studies However as is often the case in academic research communities these bodies of scholarship have tended to develop at something of a distance from one another each conversing internally more than they have with one another Location of International Business Activities aims to promote a greater conversation between those interested in the topic of Location from various different backgrounds or starting points. The articles are taken from a special issue on the theme of the Multinational in Geographic Space which was published by The Journal of International Business International Business in the Information and Digital Age Rob van Tulder, Alain Verbeke, Lucia Studies in 2013 Piscitello, 2018-11-16 The information and digital age is shaped by a small number of multinational enterprises from a limited number of countries This volume covers the latest insight from the International Business discipline on prevailing trends in business model evolution It also discusses critical issues of regulation in the new information and digital space The Routledge Companion to the Geography of International Business Gary Cook, Jennifer Johns, Frank McDonald, Jonathan Beaverstock, Naresh Pandit, 2018-05-08 The fields of Economic Geography and International Business share an interest in the same phenomena whilst each provides both a differing perspective and different research methods in attempting to understand those phenomena The Routledge Companion to the Geography of International Business explores the nature and scope of inter disciplinary work between Economic Geography and International Business in explaining the central issues in the international economy Contributions written by leading specialists in each field including some chapters written by inter disciplinary teams focus on the nature of multinational firms and their strategies where they choose to locate their activities how they create and manage international networks and the key relationships between multinationals and the places where they place their operations Topics covered include the internationalisation of service industries the influence of location on the competitiveness of firms and the economic dynamism of regions and where economic activity takes place and how knowledge goods and services flow between locations The book examines the areas for fruitful inter disciplinary work

between International Business and Economic Geography and sets out a road map for future joint research and is an essential resource for students and practitioners of International Business and Economic Development Global Business Mark Casson, 2023-09-06 This fascinating book examines international business and multinational enterprise as part of a bigger picture considering the importance of two main components space and time Summarising the past five years Mark Casson reviews the changing role of multinational enterprises within the global economy and how leading firms have generated profitability and growth not only from innovations in technology and marketing but also by exploiting legal loopholes in tax and regulatory systems Managing Global Strategy William H. A. Johnson, 2020-10-21 This concise practical textbook clearly explains how to go about developing and implementing a global strategy for any organization from Born Global start ups to more established large companies struggling to manage their global extensions to nonprofits including non governmental organizations NGOs and charities Written clearly and concisely this volume brings together multiple tools models and frameworks into one resource to guide a successful global strategy development and implementation process Issues covered include Internal and external environmental analyses Cross cultural communication Structural considerations Leadership and motivation Foreign market entry mergers alliances and acquisitions Upper level undergraduate and postgraduate students of global business will appreciate this accessible guide to a highly complex endeavor as will practicing managers in global organizations seeking a ready reference Instructors will also value the outline of a semester long project keyed to the book developed and tested by the author 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 **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 Global **Business Strategy: Asian Perspective** Hwy-chang Moon, 2010-03-18 Given the rise of Asia in the global economy in recent decades it is important to understand the uniqueness of Asian business This book first introduces the core strategies prevalent in Western business and then explains how they can be applied or adapted to Asian business When necessary modified or new business models as developed by the author are utilized to better explain Asian business Furthermore this book deals not just with the theory but also with practice Several real life case studies and examples are discussed in order to compare and contrast the Asian and Western perspectives on global business strategy Readers will therefore gain an enhanced understanding of Asian business and formulation of Asian business strategy **International Encyclopedia of**

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Philosophy of Science and Meta-Knowledge in International Business and Management Timothy M. Devinney, Torben Pedersen, Laszlo Tihanyi, 2013-06-25 This volume explores major issues and concepts in the field of international business and management and asks the question What is it that we know It examines key topics such as multinational enterprise and strategic management theory post merger integration internalizing firms and the strategy performance relationship

Breaking up the Global Value Chain Torben Pedersen, Timothy M. Devinney, Laszlo Tihanyi, Arnaldo Camuffo, 2017-08-18 Recent developments are challenging the traditional separation between advanced and emerging economies as host of knowledge and production intensive activities respectively Authors assess whether the collocation of R D and manufacturing is critical for development and innovation

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