



The New Multinationals: Spanish Firms in a Global Context

By Esteban Garcia-Canal

Cambridge University Press. Hardcover. Condition: New. 238 pages. Dimensions: 9.0in. x 5.9in. x 0.8in. A new breed of multinational companies is reshaping competition in global industries. For most of the 19th and 20th centuries, multinational firms came from the most technologically advanced countries in the world. Over the last two decades, however, new multinational firms from upper-middle-income economies such as Spain, Ireland, Portugal, South Korea or Taiwan, emerging economies like Brazil, Chile, Mexico, China, India or Turkey, developing countries such as Egypt, Indonesia or Thailand, and oil-rich countries like the United Arab Emirates, Nigeria, Russia or Venezuela have become formidable global competitors. These firms do not necessarily possess technological or marketing skills. This disadvantage, however, did not prevent them from expanding around the world. In contrast to the classic multinationals, they found strength in their ability to organize, manage, execute, and network. They pursued a variety of strategies of vertical integration, product diversification, learning by doing, exploration of new capabilities, and collaboration with other firms. This book documents the dimensions of this phenomenon, identifies the key capabilities of the new multinationals, and provides a new conceptual framework to understand its causes and implications. This item ships from multiple locations. Your book...



READ ONLINE
[1.43 MB]

Reviews

I just started reading this article ebook. It really is written in easy phrases and not difficult to understand. I am just very happy to tell you that here is the very best pdf we have read during my individual life and might be the very best ebook for actually.

-- **Camren Kovalis**

It is fantastic and great. It usually will not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Modesto Mante**

See Also



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12,...



Super Babies on the Move Mias Nap Time Maxs Bath Time by Salina Yoon 2009 Hardcover

Book Condition: Brand New. Book Condition: Brand New.



Runners World Guide to Running and Pregnancy How to Stay Fit Keep Safe and Have a Healthy Baby by Chris Lundgren 2003 Paperback Revised

Book Condition: Brand New. Book Condition: Brand New.



Desert Babies A Z by Bill Broyles 2005 Hardcover

Book Condition: Brand New. Book Condition: Brand New.



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to sharpen their skills and don t mind...



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how to go about it ideas' coupled with...