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## MULTINATIONAL COMPANIES BUSINESS STRATEGIES IN DEVELOPING COUNTRIES



Multinational Companies  
Business Strategies in  
Developing Countries  
in Pursuit of Poverty Reduction



LAP Lambert Acad. Publ. Mrz 2011, 2011. Taschenbuch. Condition: Neu. Neuware - Over the last few years the number of MNCs embarking on business opportunities in developing countries has increased. Some are proposing that investments from MNCs can play a part in poverty reduction, but little academic literature exists on business strategies for MNCs in poor markets. MNCs engage in various activities through FDI in developing markets, but traditional business approaches to new markets are no longer adequate. This book...

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- Authored by Camilla Ackermann
- Released at 2011



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