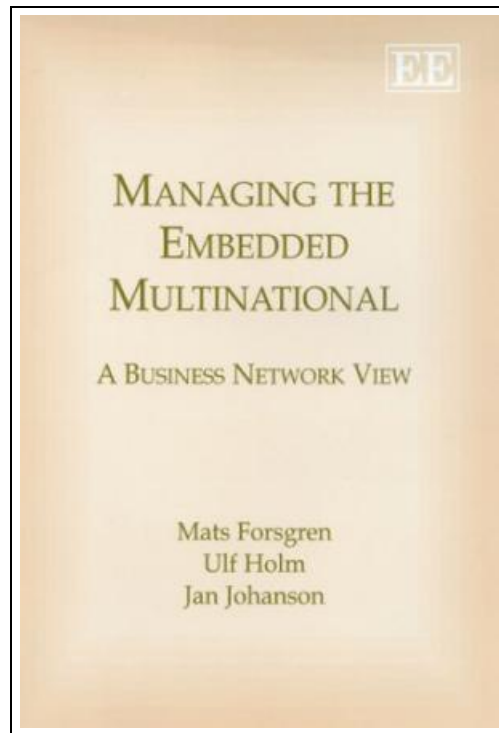


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Edward Elgar Publishing Ltd, United Kingdom, 2006. Hardback. Condition: New. Language: English . Brand New Book. This book expands the business network view on managerial issues in multinational corporations. Specifically, it scrutinises the importance of a subsidiary's external and internal business network for its strategic and organizational role within the corporation. The internationalisation of firms in terms of management issues and headquarters control, the influence of subsidiaries on decisions and learning processes within multinational corporations are examined in detail. It is argued that to understand these issues, it is necessary to analyse the context of the multinational corporation in terms of the subsidiaries external and internal business networks. The authors also explore the extent to which subsidiaries are embedded in close relationships with other business partners and the ability of headquarters to retain control if their subsidiaries are given the opportunity to influence decisions concerning strategic investments. The theoretical elements of the book are underpinned by illustrative cases from an extensive database of 20 multinational corporations. Grounding its analyses and conclusions on unique and extensive data on specific business relationships at the subsidiary level in multinational corporations, this book will be invaluable to students, researchers and lecturers focusing on management and international business.



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