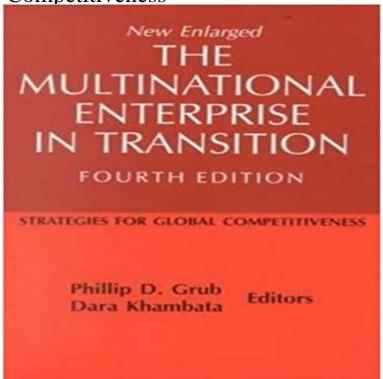
The Multinational Enterprise in Transition: Strategies for Global Competitiveness



When this book first appeared in 1972, it was hailed as a milestone in the then emerging field of multinational business. Now in its Fourth Edition, this complete, one-volume guide assembles knowledge and experience of fifty-nine leading experts in the field. The most current thinking is reflected in the readings, and several of the essays have been prepared especially for this book. Charts, diagrams, graphs, and tables illustrate the articles. The purpose of this Fourth Edition is to provide the business executive, government official, scholar, and student with a better understanding of the changing context in which business is conduced on a global basis. Particular emphasis has been placed on creating an awareness of the evolving patterns that uniquely characterise the multinational enterprise in its current and future context.

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