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# ***Multinational Corporations In The Global Economy***

*This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti*

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*Suzuki in India. These cases facilitate the reader's understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management. The underexamined art and science of managing the federal government's huge debt. Everyone talks about the size of the U.S. national debt: now at \$13 trillion and climbing. Few talk about how the U.S. Treasury does the*

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*borrowing even though it is one of the world's largest borrowers. Yet everyone from bond traders to the home-buying public is affected by the Treasury's decisions about whether to borrow short or long term and what types of bonds to sell to investors. What is the best way for the Treasury to finance the government's huge debt? Harvard's Robin Greenwood, Sam Hanson, Joshua Rudolph, and Larry Summers argue that the Treasury could save taxpayers money and help the economy by borrowing more short term and less long term. They also argue that the Treasury and the Federal Reserve made a huge mistake in recent years by moving in opposite directions: while*

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*the Fed was buying a lot of long-term bonds to push investors into other assets, the Treasury was doing the opposite—selling investors more long-term bonds. This book includes responses from a variety of public and private sector experts on how the Treasury does its borrowing, some of whom have criticized the way the Treasury has been managing its borrowing. This book brings together papers written by representatives from UN agencies and academics who take a fresh look at the expanding role of transnational corporations and foreign direct investment in the world economy. These papers deal with such issues as the nature and extent of globalisation, the shifting*

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*relations between transnational corporations and national economies, and the opportunities and obstacles facing policy makers in the rapidly changing global economy.*

*Depending on one's point of view, multinational enterprises are either the heroes or the villains of the globalized economy. Governments compete fiercely for foreign direct investment by such companies, but complain when firms go global and move their activities elsewhere.*

*Multinationals are seen by some as threats to national identities and wealth and are accused of riding roughshod over national laws and of exploiting cheap labor. However, the debate on these companies and*

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*foreign direct investment is rarely grounded on sound economic arguments. This book brings clarity to the debate. With the contribution of other leading experts, Giorgio Barba Navaretti and Anthony Venables assess the determinants of multinationals' actions, investigating why their activity has expanded so rapidly, and why some countries have seen more such activity than others. They analyze their effects on countries that are recipients of inward investments, and on those countries that see multinational firms moving jobs abroad. The arguments are made using modern advances in economic analysis, a case study, and by drawing on the*

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*extensive empirical literature that assesses the determinants and consequences of activity by multinationals. The treatment is rigorous, yet accessible to all readers with a background in economics, whether students or professionals. Drawing out policy implications, the authors conclude that multinational enterprises are generally a force for the promotion of prosperity in the world economy. Nation-States and the Multinational Corporation*

*The Multinational Corporation in the 1980s*

*Multinational Corporations and International Law: Accountability and Compliance Issues in the Petroleum Industry*

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*Multinational Corporations, Globalization, and the Changing Calculus of Conflict*

*Global Inc*

*Global Goliaths*

*Capabilities, Competitiveness, and Challenges*

What makes a country attractive to foreign investors? To what extent do conditions of governance and politics matter? This book provides the most systematic exploration to date of these crucial questions at the nexus of politics and economics. Using quantitative data and interviews with investment promotion agencies, investment location consultants, political risk insurers, and decision makers at multinational corporations, Nathan Jensen arrives at a surprising conclusion: Countries may be



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competing for international capital, but government fiscal policy--both taxation and spending--has little impact on multinationals' investment decisions.

Although government policy has a limited ability to determine patterns of foreign direct investment (FDI) inflows, political institutions are central to explaining why some countries are more successful in attracting international capital. First, democratic institutions lower political risks for multinational corporations. Indeed, they lead to massive amounts of foreign direct investment. Second, politically federal institutions, in contrast to fiscally federal institutions, lower political risks for multinationals and allow host countries to attract higher levels of FDI inflows. Third, the International Monetary Fund, often cited as a catalyst for promoting

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foreign investment, actually deters multinationals from investment in countries under IMF programs. Even after controlling for the factors that lead countries to seek IMF support, IMF agreements are associated with much lower levels of FDI inflows. Scholars and statesmen have debated the influence of international commerce on war and peace for thousands of years. Over the centuries, analysts have generally treated the questions "Does international commerce influence security?" and "Do trade flows influence security?" as synonymous. In *Producing Security*, Stephen Brooks maintains that such an overarching focus on the security implications of trade once made sense but no longer does. Trade is no longer the primary means of organizing international

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economic transactions; rather, where and how multinational corporations (MNCs) organize their international production activities is now the key integrating force of global commerce. MNC strategies have changed in a variety of fundamental ways over the past three decades, Brooks argues, resulting in an increased geographic dispersion of production across borders. The author shows that the globalization of production has led to a series of shifts in the global security environment. It has a differential effect on security relations, in part because it does not encompass all countries and industries to the same extent. The book's findings indicate that the geographic dispersion of MNC production acts as a significant force for peace among the great powers. The author concludes that there is no

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basis for optimism that the globalization of production will promote peace elsewhere in the world. Indeed, he finds that it has a net negative influence on security relations among developing countries.

Entrepreneurship and globalization are two much-examined forces as we enter the new millennium--yet very little has been published on the intersection of small and medium-sized enterprises (SMEs) and the global economy. To close the gap, this volume delves into the intricate roles and consequences of such businesses on both global and domestic economies. The first part of the volume provides an overview of the phenomenon of globalization, arguing that entrepreneurial discovery and technological change lead to globalization, which in turn leads to

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further opportunity for entrepreneurial discovery--no less for SMEs than for multinational corporations. In part two, the essays examine the role of SMEs in the global economy and why they are thriving. Part three reviews the roles of SMEs and innovators and examines their roles in direct foreign investment. Part four explores the role of technological diversity and knowledge spillovers as a way to explain the superior innovative performance of SMEs. Part five looks at the role of SMEs in technology transfer. Finally, part six examines the theoretical and policy implications of the international activities of SMEs, suggesting that policies should aim to reduce the costs in international expansion for SMEs. This volume will provide the foundation for further study in SMEs and globalization. It will

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appeal to scholars and students in both international business and economics. Zoltan J. Acs is Professor of Economics and Finance, University of Baltimore. Bernard Yin Yeung is Professor of International Business, University of Michigan.

How multinationals contribute, or don't, to global prosperity  
Globalization and multinational corporations have long seemed partners in the enterprise of economic growth: globalization-led prosperity was the goal, and giant corporations spanning the globe would help achieve it. In recent years, however, the notion that all economies, both developed and developing, can prosper from globalization has been called into question by political figures and has fueled a populist backlash around the world against globalization and the

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corporations that made it possible. In an effort to elevate the sometimes contentious public debate over the conduct and operation of multinational corporations, this edited volume examines key questions about their role, both in their home countries and in the rest of the world where they do business. Is their multinational nature an essential driver of their profits? Do U.S. and European multinationals contribute to home country employment? Do multinational firms exploit foreign workers? How do multinationals influence foreign policy? How will the rise of the digital economy and digital trade in services affect multinationals? In addressing these and similar questions, the book also examines the role that multinational corporations play in the outcomes that policymakers care about most:

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economic growth, jobs, inequality, and tax fairness.

The Role of Institutions, Interests and Identities

The Test of an Intervening Process Model

International Business Diplomacy

Transnational Companies and Security Governance

Reports of a Joint Task Force of the National Research Council and the

Japan Society for the Promotion of Science on the Rights and

Responsibilities of Multinational Corporations in an Age of

Technological Interdependence

The \$13 Trillion Question: Managing the U.S. Government's Debt

Just Business: Multinational

Corporations and Human Rights (Norton Global Ethics Series)

***Introduction to Business***



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***covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change.***

***Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the***

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***knowledge and skills  
necessary for student success  
in this course and beyond.  
In order for foreign direct  
investment to have deep and  
lasting positive effects on host  
countries, it is essential that  
multinational corporations  
have close direct and indirect  
interaction with local firms. A  
valuable addition to the  
emerging literature on  
multinational-local firm  
interfaces, this book provides  
a number of case studies from  
emerging economies that  
examine such mutually  
beneficial business  
relationships and the policy***

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***measures necessary to support them.***

***A ground-breaking 2005 exploration of multinational corporations that differs from other books on the subject by offering the reader a totally global perspective of multinationals without portraying them simply as economic entities. Written by experts on various aspects of the history, development, cultural and social implications of the multinational corporation, the book paints a compelling and coherent picture of the way these businesses affect***

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***almost all areas of our existence. As we might expect, the multinational company is shown to play a major role in the globalization that is reshaping so much of our lives.***

***This authoritative book examines the power of multinational corporations (MNCs) to exert influence in global politics. Focusing on the actions and motivations of MNCs, it explores how they attempt to shape the political issues that affect them.***

***The Performance of Global Business Teams Within Multinational Corporations***

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***Transnational Corporations  
and the Global Economy***

***How Can Multinational  
Corporations Deal with Global  
Challenges?***

***Multinational Corporations  
And The Third World***

***The Myth of the Global  
Corporation***

***Transnational & Multinational  
Corporations in the Global  
Economy***

***Multinational Corporations and  
Global Justice***

*Foreign direct investment (FDI) and  
multinational corporations  
(MNCs)--for better and worse--play  
a large and growing role in shaping  
our world. The integrating thesis of*

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*this book is the inevitability of heterogeneity in FDI and MNCs and, accordingly, the imperative of disaggregation. Large companies doing business on a global basis increasingly dominate the production and marketing of the world's goods and services. The importance of these companies continues to grow while the debate about their nature and effects remains mired in a long-standing stalemate couched in strong black and white terms. Stephen D. Cohen seeks to reconcile this impasse by analyzing multinational corporations and foreign direct investment in an eclectic, nuanced manner. The core thesis is that an accurate understanding of the nature and*

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*impact of these phenomena comes from acknowledging the dominance of heterogeneity, perceptions, and ambiguity and the paucity of universal truths. This approach should contribute significantly to both a better academic understanding and a more productive policy debate of an increasingly important element of the world economy.*

*Multinational Corporations and Global Justice: Human Rights Obligations of a Quasi-Governmental Institution addresses the changing role and responsibilities of large multinational companies in the global political economy. This cross- and inter-disciplinary work makes innovative*

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*connections between current debates and streams of thought, bringing together global justice, human rights, and corporate responsibility. Conceiving of corporate social responsibility (CSR) from this unique perspective, author Florian Wettstein takes readers well beyond the limitations of conventional notions, which tend to focus on either beneficence or pure charity. While the call for multinationals' involvement in the solution of global problems has become stronger in recent times, few specifics have been laid down regarding how to hold those institutions accountable in the global arena. This text attempts to work out the normative basis underlying*



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*the responsibilities of multinational corporations—thereby filling a crucial void in the literature and marking a milestone in the CSR debate.*

*This book (1st edition published in June 2020) examines the factors behind the growth of transnational corporations (TNCs) and multinational corporations (MNCs), and how they have become a major force in the increasing interdependence of national economies through their role in international trade, investment and capital. TNCs & MNCs have undoubtedly become key players in the process of globalisation, and vital to the economic development of emerging economies during*

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*recent decades. Yet, the geography of their ownership is also changing. The domination of the USA and Europe, as home to the world's largest companies is being challenged by the emergence of powerful corporations from the newly industrialised countries of Asia, particularly South Korea, India and China. The activities of TNCs & MNCs inevitably lead to significant economic, social and environmental consequences for their host countries, as well as on their own country of origin. Both positive and negative impacts are assessed, while case studies of Apple, BP and Dyson provide additional detailed examination of the characteristics, spatial organisation, growth and*

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*impacts of three global corporations. Although they differ in their history and geographical origins, product lines and scale of operations, they share a number of common features with each other, particularly in how their growth has facilitated and exploited the opportunities arising from the process of globalisation. Nevertheless, TNCs & MNCs are not all-powerful. They too can be affected by global events outside their control, illustrated most recently by the economic fallout from worldwide lockdowns. History also suggests that, in the battle for power and influence over economies, large corporations are frequently vulnerable to*

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*unpredictable decisions from governments; including sudden tax rises, the removal of 'licences' or even the expropriation of their assets.* Chapters: *Characteristics & Spatial Organisation of TNCs/MNCs* Reasons for the Growth of TNCs/MNCs Impacts of TNCs/MNCs on Host Countries Impacts of TNCs/MNCs on the Country of Origin Role of TNCs/MNCs & Nation States in Globalisation Case Study of Apple Inc. Case Study of BP plc Case Study of Dyson Ltd. Numerous discussion questions and multiple-choice review questions are included, along with graphs and photos, to create a more interactive and educational experience for the

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*reader. It will be of relevance to A Level and IB Geography teachers and students, as well as anyone with an interest in the nature and impacts of transnational & multinational corporations, and their role in the global economy.*

*The contributors to Corporate Citizen explore the legal frameworks and standards of conduct for multinational corporations. In a globalized world governed by domestic and international law, these corporations can be everywhere and nowhere at once, reaping financial benefits and enjoying the protections of investor-state arbitration but rarely being held accountable for the economic, environmental, and human rights*

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*harms they may have caused. Given the far-reaching power and success of the transnational corporation, and the many legal tools allowing these companies to avoid liability, how can governments protect their citizens? Broad-ranging in perspective, colourful and thought-provoking, the chapters in Corporate Citizen make the case that because the success of corporate global citizenship risks undermining national and international democratic governance, the multinational corporation must be more closely scrutinized and controlled – in the service of humanity and the protection of the natural environment.*

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*Small and Medium-Sized Enterprises in the Global Economy*  
*The Era of Chinese Multinationals*  
*Search for a Global Policy*  
*Corporate Citizen*  
*An Atlas of the Multinational Corporation*

*MNCs in Global Politics*

*Competing for Global Dominance*

How multinational companies can use digital technology to compete in a world where business is driven by the forces of both globalization and deglobalization. Digital technology has put globalization on steroids; multinational companies now account for one-third of world GDP and one-fourth of world employment. And yet complicating this story of unchecked global capitalism are two contradictory forces. Even as advances in digital technology enable borderless markets, a

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new nationalism has emerged, reviving protectionism and railing against digital colonialism. In *The Digital Multinational*, management experts Satish Nambisan and Yadong Luo examine how companies can adopt a dual strategy to cope with this new normal: harnessing the power of digital technology while adapting to the geopolitical realities of particular markets. Key to success, Nambisan and Luo explain, is the notion of tight and loose coupling to characterize the relationship of the digital multinational to its global partners and subsidiaries. Identifying the tightness-looseness requirements of global business connectivity leads to successful business strategy. Drawing on real-world examples that include Burberry's entrance into the Chinese market, Unilever's AI-powered global talent marketplace, and the Vocal for Local movement in India, they develop a typology of global business



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contexts; discuss digital strategies for entering new markets, establishing digital platforms, managing globally dispersed activities, and pursuing innovation; and explain how these strategies can be part of a business leader's toolkit. The Digital Multinational is an essential guide to competing in a business world driven by both globalization and deglobalization. This collection of essays addresses the vital question of how much the theory of direct foreign investment - developed a decade ago before many drastic changes took place on the international economic scene - still holds. Grouped in five major sections, they cover The Theory of Direct Foreign Investment; Industrial Organization and International Markets; Country Studies; International Finance; and Implications for the United States. Charles P. Kindleberger is Ford International Professor of Economics,

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Emeritus, at MIT. David B. Audretsch is Assistant Professor of Economics at Middlebury College.

Since the bursting of Japan's bubble economy, from 1990 onwards, its multinational companies (MNCs) have faced new competitive challenges, and questions about the management practices on which they had built their initial success in global markets. Japanese engagement in the international economy has undergone a number of phases. Historically, Japanese MNCs learnt from foreign companies, frequently through strategic alliances. After the post-war 'economic miracle', Japanese manufacturers in particular converted themselves into MNCs, transferred their home-grown capabilities to overseas subsidiaries, and made an impact on the world economy. But the period after 1990 marked declining Japanese

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competitiveness, and asked questions about the ability of Japanese MNCs to be more responsive and global in their strategies, organization, and capabilities. It has been argued that the established management practices of Japanese MNCs inhibited adaptation to recent demands of global competition. This volume presents new case evidence on how Japanese MNCs have responded to the new challenges of the global market place, and it provides examples of how they have transformed strategies and competitive capabilities. This book was originally published as a special issue of Asia Pacific Business Review.

Globalization, information and communication technologies, and the millennials who have entered the workforce, compelled corporations to change their resistant and defensive approaches to diversity and to proactively

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address differences. Companies determined that embracing diversity positively impacts their bottom line, as a result of the variety of perspectives and skills that derive from fostering a diverse workforce. To date, the majority of the studies in the business and communication fields shed light on diversity engagement in the US and leave room for the further exploration of how diversity is construed and approached in international milieus. There is a paucity of recent studies on diversity engagement in the US and the topic requires current investigation of the newest corporate engagement in diversity. Diversity in Multinational Corporations aims to address the two gaps in the literature. For this purpose, the book analyzes the diversity approaches of twenty-eight US companies from ten industries to develop a theoretical framework whose practical application

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enables companies to make significant contributions to the environments in which they operate. The framework addresses the present challenges that American corporations face in their diversity engagement, namely low employee engagement and "diversity fatigue," and proposes the implementation of a new social responsibility approach, whose aim is to address inequality at a global scale by adaption to the local environment and less focus on immediate business benefits. Finally, because the book discusses diversity engagement in global business environments, its results can be applied by international companies that operate at a global scale.

Globalisation and the Impacts of TNCs & MNCs for A Level & IB Geography  
Multinational Enterprises and Government Intervention (RLE International Business)  
Global Reach

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Introduction to Business

Multinational Corporations and the New Global History

A Political Economy of Foreign Direct Investment

Multinationals and the Restructuring of the World Economy (RLE International Business)

This volume charts the ways in which multinational corporations contributed to the restructuring of the world economy, paying particular attention to the spatial consequences of, and responses to, their operations at a number of scales. The book takes as its theme the differential spatial outcomes of the restructuring of different types of multinational

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corporation.

Chinese multinationals have grown in size and increased their global presence dramatically over the last decade. They have emerged as formidable competitors for western incumbents. These firms have instigated profound changes, such as displaced trade and investment flows, new business models, and the emergence of a new geography of global innovation. In a single volume, *The Era of Chinese Multinationals* captures the forces driving the disruptive growth of Chinese multinational corporations. Following a

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presentation of the surge of Chinese companies, the book turns to corporate characteristics of those firms and how they compare with western multinationals in terms of revenues, profits, branding, and business strategy. The book uses data and case studies to depict the relevant issues with the goal of providing insights to global executives on collaborating and competing with Chinese companies. Covers the Chinese government's expansionist policies and Chinese firms' new role as a global acquirer of companies Examines common



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characteristics of Chinese companies and their efforts to make China an innovation hub  
Illustrates its analysis with case studies and interviews with corporate executives and experts in multilateral institutions

The Handbook of Global Companies brings together original research addressing the latest theories and empirical analysis surrounding the role of global companies in local, national, and international governance. Offers new insights into the role of global companies in relation to policy and governance at local,

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national, and international levels Brings together newly-commissioned research by a global team of established and up-and-coming scholars from the fields of international relations, political science, public policy, and beyond Considers the environmental and societal responsibilities of global corporations. Covers topics including the spatial locations of global companies; debate about the power they wield and their role as catalysts in new forms of governance; and the ways in which global companies share authority with the state and international

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organizations to drive policy processes Speculates on the broader potential and limitations of global governance Describes and assesses the current operations and future plans of the global corporations and their managers, their crucial role in dominating the world economy, and their impact on individuals and governments

The Handbook of Global Companies

Multinational Firms in the World Economy

Multinational Corporations and Foreign Direct Investment

Hybrid Practices in a

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Postcolonial World

Multinational Corporations and Local Firms in Emerging Economies

The United Nations and

Multinational Corporations

The Rise of the Global Company

Readable, wide-ranging history of multinational enterprise, exploring its role in international events and influence on globalization and the modern world.

Critics and defenders of multinational corporations often agree on at least one thing: that the activities of multinationals are

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creating an overwhelmingly powerful global market that is quickly rendering national borders obsolete. The authors of this book, however, argue that such expectations commonly rest on a myth. They examine key activities of multinational corporations in the United States, Japan, and Europe and explore the relationship between corporate behavior and national institutions and cultures. They demonstrate that the world's leading multinationals continue to be shaped decisively by

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the policies and values of their home countries and that their core operations are not converging to create a seamless global market. With a wealth of fresh evidence, the authors show that Japanese and German multinationals, in particular, remain only weakly committed to laissez-faire policy orientations and continue to exhibit strong allegiance to national goals in such areas as investment and employment. They also bring to light the consequences of enduring differences in

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government policies on, for example, industrial cartels, capital markets, and research and development. The authors agree that the world economy is becoming more complex and integrated as overt barriers to trade and investment fall away. But they conclude that the extent of this integration is decisively limited by structural divergence at the level of the firm. The book will be essential reading for those seeking to understand the growing interdependence of still-distinctive industrial

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societies and the wellsprings of the true global economy.

Business diplomacy involves developing strategies for long-term, positive relationship building with governments, local communities, and interest groups, aiming to establish and sustain legitimacy and to mitigate the risks arising from all non-commercial or exogenous factors in the global business environment.

"In the future there will be two kinds of corporations; those that



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go global, and those that go bankrupt." C. Michael Armstrong, CEO, AT&T Of the 100 largest economies in the world, 53 are corporations. A handful of corporate giants control most of the world's energy, technology, food, banks, industry, and media. Yet despite the ubiquity of enormous multinationals and their tremendous economic, social, political, and environmental presence in the world, the history and character of corporate entities remains largely unknown, daunting, and

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inaccessible to the general public. Global, Inc. is an atlas that charts this new, multinational geography. It features an extraordinary series of specially commissioned full-color maps that make clear the tremendous and surprising reach of individual corporations such as General Motors, Toyota, IBM, AT&T, Microsoft, British Petroleum, and AOL Time Warner, as they have spread out across the globe. Colorful explanatory charts and

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graphs help illustrate, among other phenomena, the meteoric rise of today's MNCs: from the opening up of ancient trade routes and the early colonization companies of the 17th through 19th centuries, to the international trade flows and cross-border mergers and acquisitions of today's modern multinationals. The product of several years of collaborative research by leading historians and geographers, Global, Inc. is the first book to examine multinational corporations from a truly

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global perspective and in atlas format. Impartial, accessible, and endlessly engrossing, Global, Inc. offers a penetrating look at one of the most powerful phenomena on the planet in the twenty-first century.

Politics and Power in the Multinational Corporation  
Pathways of Influence  
Global Business Strategy  
An Investment Perspective on Global Value Chains  
The Digital Multinational  
The Theory of Transnational Corporations  
Producing Security

This book was first published in 2011.

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The current financial and economic crisis has negatively underlined the vital role of multinational companies (MNCs) in our daily lives. The breakdown and crisis of flagship MNCs, such as Enron, WorldCom, Lehman Brothers, Toyota and General Motors, does not merely reveal the problems of corporate malfeasance and market dysfunction. It also raises important questions, both for the public and the academic community, about the use and misuse of power by MNCs in the wider society, as well as the exercise of power by key actors within internationally operating firms. This book examines how issues of power and politics affect MNCs at three different levels; the macro-level, the meso-level and the micro-level. This wide-ranging analysis shows not only that power matters but also how and

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why it matters, pointing to the political interactions of key power holders and actors within the MNC, both managers and employees.

"A true master class in the art of making the impossible possible."

—Paul Polman One of the most vexing human rights issues of our time has been how to protect the rights of individuals and communities worldwide in an age of globalization and multinational business. Indeed, from Indonesian sweatshops to oil-based violence in Nigeria, the challenges of regulating harmful corporate practices in some of the world's most difficult regions long seemed insurmountable. Human rights groups and businesses were locked in a stalemate, unable to find common ground. In 2005, the United Nations appointed John Gerard Ruggie to the modest task of clarifying

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the main issues. Six years later, he had accomplished much more than that. Ruggie had developed his now-famous "Guiding Principles on Business and Human Rights," which provided a road map for ensuring responsible global corporate practices. The principles were unanimously endorsed by the UN and embraced and implemented by other international bodies, businesses, governments, workers' organizations, and human rights groups, keying a revolution in corporate social responsibility. Just Business tells the powerful story of how these landmark "Ruggie Rules" came to exist. Ruggie demonstrates how, to solve a seemingly unsolvable problem, he had to abandon many widespread and long-held understandings about the relationships between businesses,

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governments, rights, and law, and develop fresh ways of viewing the issues. He also takes us through the journey of assembling the right type of team, of witnessing the severity of the problem firsthand, and of pressing through the many obstacles such a daunting endeavor faced. Just Business is an illuminating inside look at one of the most important human rights developments of recent times. It is also an invaluable book for anyone wanting to learn how to navigate the tricky processes of global problem-solving and consensus-building and how to tackle big issues with ambition, pragmatism, perseverance, and creativity.

For many years to come this volume. . . is surely going to be the ultimate reference work on international business. . . thanks to Dunning and



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Lundan, have at their disposal, a wealth of relevant data, as well as theoretical and empirical analyses, which will enable them to assess the capabilities, contributions and challenges posed by the multinational enterprises to the global economy. Seev Hirsch, International Business Review Multinational Enterprises and the Global Economy has become a classic in international business. . . Yet , the book s second edition is even better than the first, in part because of Professor Dunning s wise decision to choose Dr Lundan as his co-author and to draw upon her deep knowledge of various strands of research on business government relations and the societal effects of firm behaviour. . . In addition to being a remarkably useful reference book, Multinational Enterprises and the Global Economy

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is the first book any IB doctoral student should read to understand the significance and richness of IB scholarship as it has developed over the past 50 years. Alain Verbeke, Journal of International Business Studies The second edition of Multinational Enterprises and the Global Economy provides unparalleled coverage not only of the literature relevant to IB research but also of the evolution of IB in the world economy. Dunning and Lundan offer powerful insights into the societal effects of MNEs and the role of business government relations in the IB context. Journal of International Business Studies This wonderful book offers the definitive synthesis of the modern literature on the economic aspects of international business. It is encyclopedic yet full of incisive

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insights. It is a creative masterpiece which unbundles the DNA of the multinational enterprise and shows how it is the cornerstone of the field of international business. Alan M. Rugman, University of Reading, UK

The rise of the multinational enterprise, and the consequent globalisation of the world economy, was arguably the single most important phenomenon of the second half of the twentieth century. This magisterial book, written by two leading authorities, examines this phenomenon in depth. It explains how foreign investment by multinationals diffused advanced technologies and novel management methods, driving productivity growth in Europe, Asia and North America; however, economic inequalities were reinforced as rich countries attracted more

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foreign investment than poor ones. This new edition of a classic work is not only an authoritative guide to contemporary multinational business, but a major historical resource for the future. Mark Casson, University of Reading, UK This thoroughly updated and revised edition of a widely acclaimed, classic text will be required reading for academics, policymakers and advanced students of international business worldwide. Employing a distinctive and unified framework, this book draws together research across a range of academic fields to offer a synthesis of the determinants of MNE activity, and its effects on the economic and social well-being of developed and developing countries. Unique to the new edition is its focus on the institutional underpinnings of the resources and capabilities of

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MNEs, and the role of MNE activity in transmitting and facilitating institutional change. Since the initial publication of this book more than a decade ago, the economic, managerial and social implications of globalisation and technological advancement have become even more varied and prominent. Accompanying these developments, there has been a rise in scholarly interest in interdisciplinary research addressing the important challenges of an ever-changing physical and human environment. Drawing on articles and books from international business and economics, as well as economic geography, political economy and strategic management, a systematic overview of the developments in scholarly thinking is presented. This report investigates the role of

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foreign direct investment (FDI) in helping developing countries participate in global value chains (GVCs). It combines the perspectives and strategies from three types of players: multinational corporations, domestic firms and governments. It aims to provide practical guidance for developing countries to develop strategies that use FDI to strengthen GVC participation and upgrading. The report has six main chapters: 1. FDI and GVCs. Assesses the trade-investment nexus and analyzes the effect of FDI in countries' GVC participation and upgrading at the country level. 2. MNCs shape GVC development. Highlights MNCs' contribution to global economy and how their business strategies shape the evolution of GVCs. The chapter also compares MNCs' business

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strategies in terms of outsourcing and offshoring, risk mitigation and increasing market power across GVC archetypes. 3. Domestic firm perspectives on GVC participation. Looks at the various paths domestic firms can take to internationalize their production and trade. Investigates domestic firm characteristics that predict higher GVC participation, and the effect of GVC participation on firm performance. 4. Investment policy and promotion: what is in a government's toolbox? Summarizes the various policy instruments governments have at their disposal to help attract MNCs to their country and facilitate GVC participation of domestic firms. 5. Integrating countries into GVCs. Draws on a range of case studies to illustrate how governments can develop coherent strategies and policy

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packages to integrate their countries into GVCs. 6. FDI and GVCs in the wake of COVID-19. Reflects the impact of COVID-19 on FDI and GVCs, the response from multinationals and suppliers, and the implications for GVC reconfiguration. In addition, there are seven case studies that offer more nuanced analysis on the GVC participation in selected countries and sectors:

- Five qualitative case studies: Five countries have been selected that managed to use FDI to stimulate GVC participation using a range of approaches. By design, these five countries also cover five different GVC archetypes. These countries are: (1) Kenya (horticulture); (2) Dominican Republic (textiles); (3) Mauritius (tourism); (4) Malaysia (electronics); (5) China (software).
- Two quantitative case studies:



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Rwanda, West-Bengal (India). These use a combination of firm- and transaction level datasets to study firm-level dynamics that explain the role of multinational and domestic firms across GVCs.

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companies protect their sites in fragile contexts and what that tells us about political ordering 'beyond' the state. Based on extensive primary research in the Democratic Republic of Congo, South Africa, Europe and North America, the book compares companies' political role in the 19th and 21st centuries. It demonstrates that despite a number of disturbing parallels, many contemporary practices are not a reversion to the past but unique to the present. The book discloses hybrid security practices with highly ambiguous effects around the

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sites of contemporary companies that have committed to norms of corporate social and security responsibility. Companies invest in local communities, and offer human rights training to security forces alongside coercive techniques of fortress protection, and stability-oriented clientele practice and arrangements of indirect rule. The book traces this hybridity back to contradictory collective meaning systems that cross borders and structure the perceptions and choices of company managers, private

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security officers, NGO collaborators and others practitioners. The book argues that hybrid security practices are not the result of an encounter between a supposed 'local' with the liberal 'global'. Instead, this hybridity is inherent in the transnational and part and parcel of liberal transnational governance. Therefore, more critical reflection of global governance in practice is required. These issues are sharply pertinent to liberal peacebuilding as well as global governance more broadly. The book will be of

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interest to anyone interested in business, politics and human rights; critical security studies; peacebuilding and statebuilding; African politics; and ethnographic and sociological approaches to global governance and international relations more generally.

Government intervention can reduce the profits of multinational enterprises.

These interventions also increase uncertainty and risk and distort trading and intra-firm sourcing patterns. The focus of this book is a corporate survival plan that

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describes how a multinational can monitor its exposure to intervention and then seek to reduce it. It reports on the successes and failures of firms as they implement various global management systems and recommends a general strategy. Such a strategy will allow multinationals to continue foreign investment with the longer term horizons that will benefit both the firms and their host countries.

Global Economy, Global Technology, Global Corporations

Multinationals and the Making

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