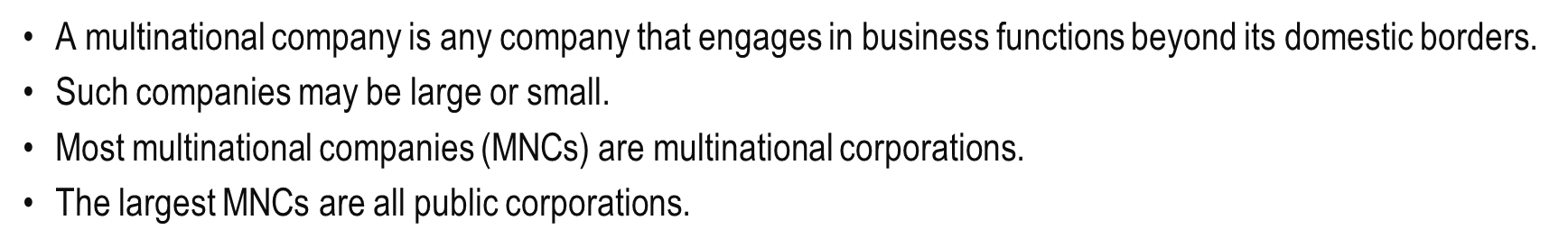
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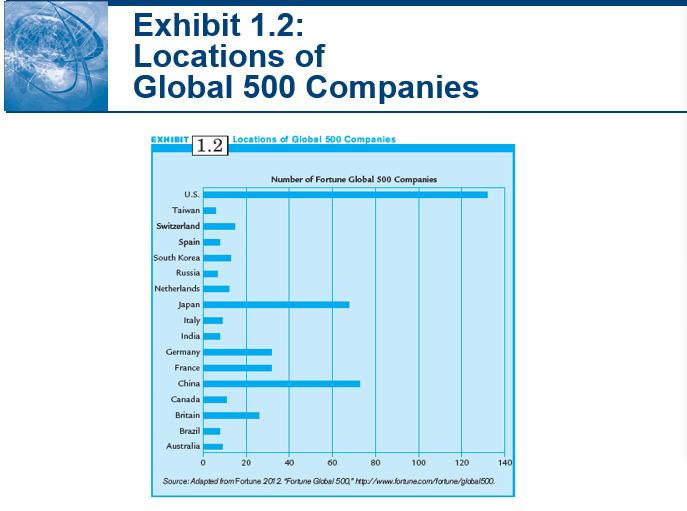
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As the world is becomming more integrated as a whole, the term multinational is prefered than crossnational management nowadays. We could tell some key points on multinational management from this change.

So cultural differnces, institutional context of multinational management and ethical challenges should also be considered .

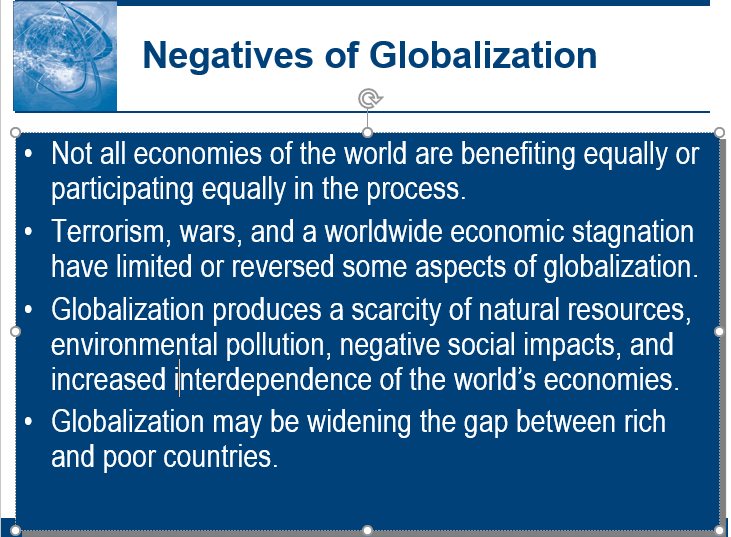




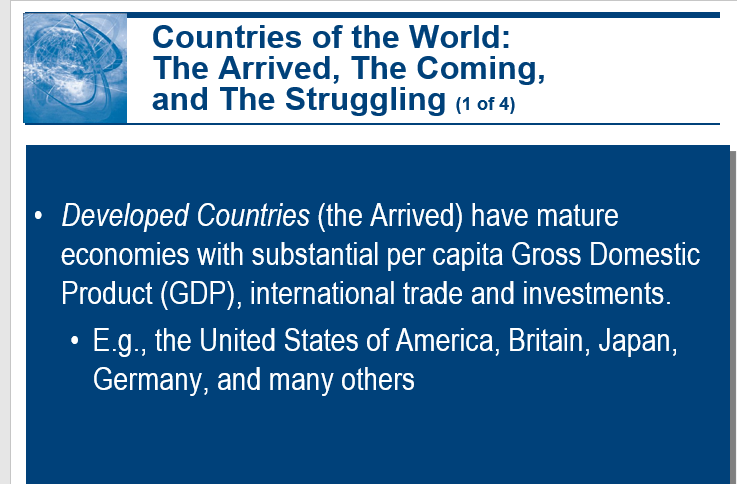














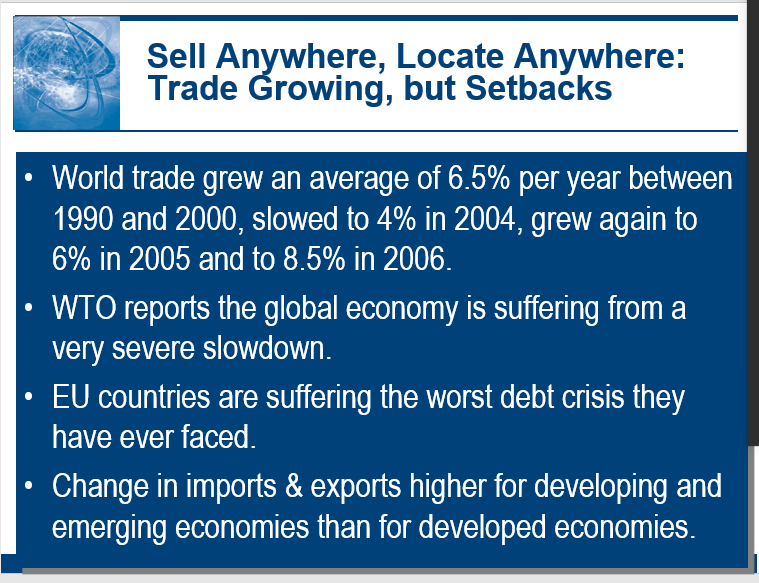




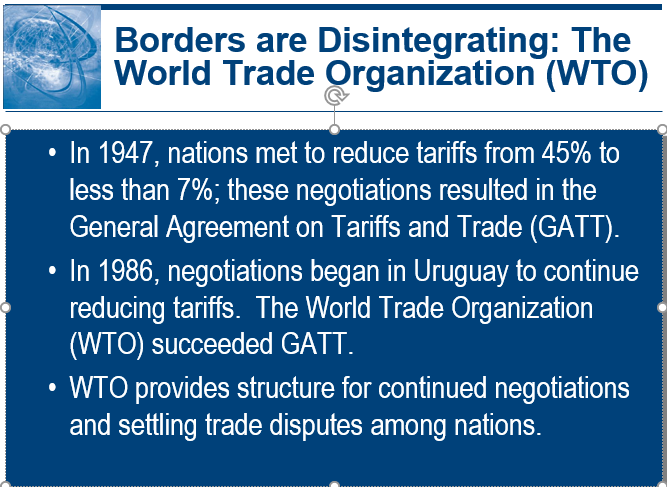








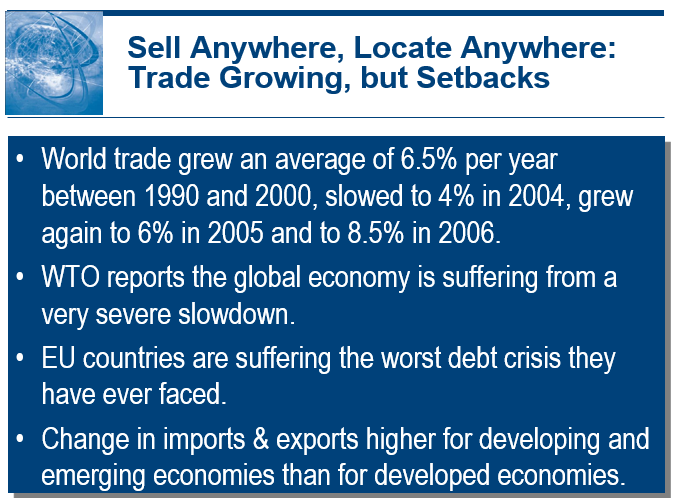
From these information, we could know that mulitinational companies not only do international business they also build global networks over the world. And although there are challenges and risks, the multinational componies still find opportunies and their investiments are soaring.





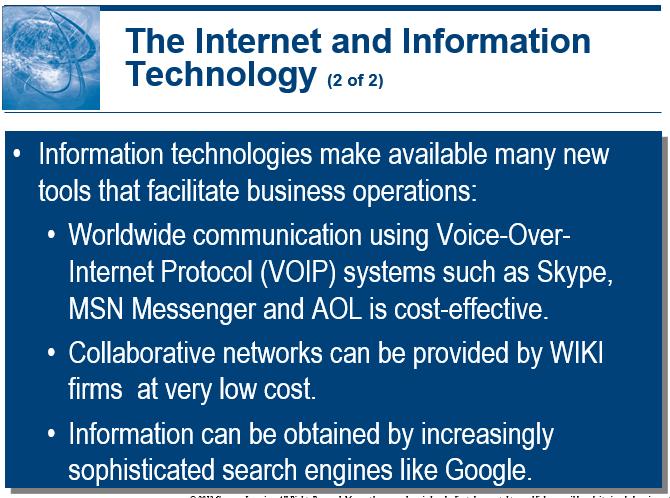






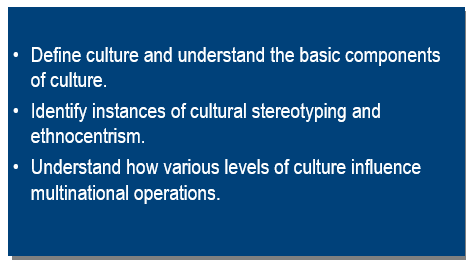


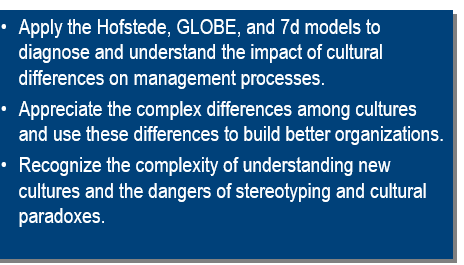


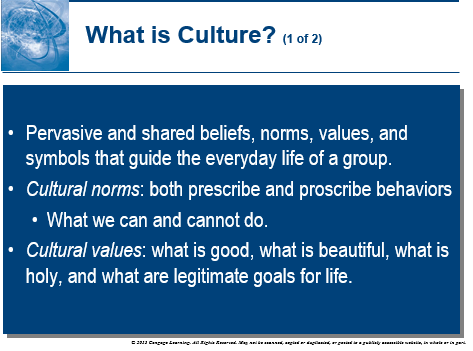


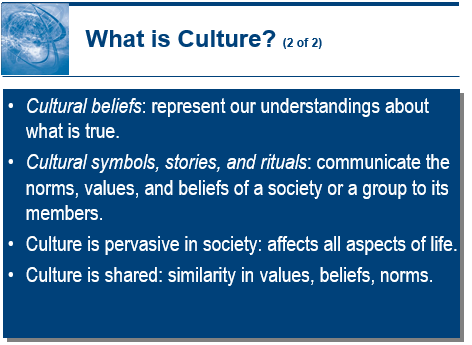


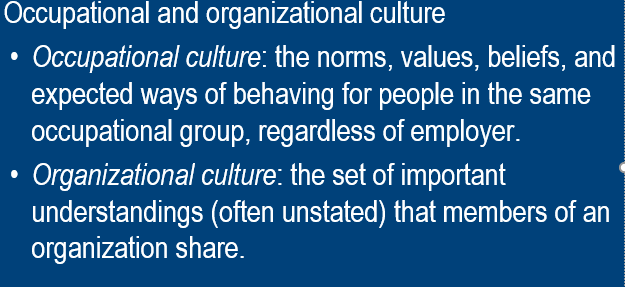




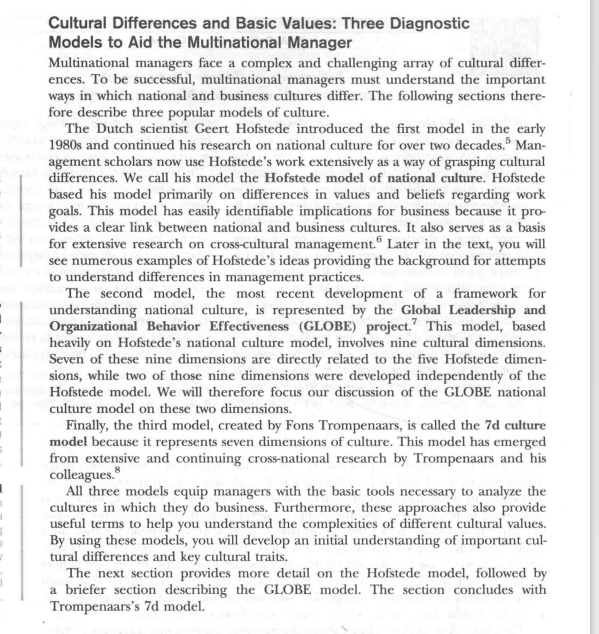




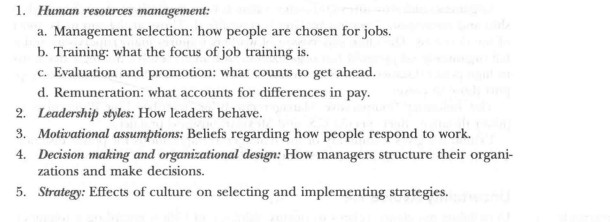








<https://www.youtube.com/watch?v=Fwa1tkH7LEI>



<https://www.youtube.com/watch?v=Ch8Uhdc9t-I>