

**Ford and the Global
Strategies of Multinationals**
The North American auto industry

Isabel Studer-Noguez



Ford And The Global Strategies Of Multinationals

Author : Maria Isabel Studer Noguez / **Category :** Business & Economics / **Total Pages :** 384 pages



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Summary : Free ford and the global strategies of multinationals pdf download - today the multinational enterprise mne is seen as a leading agent in the process of globalization as they adopt global strategies mne s are seen to be creating stronger deeper and more lasting links amongst countries thus shifting the balance of power inexorably in their favour to the detriment of the state this book interrogates this idea by undertaking a historical analysis of the global strategies of ford

Pusblisher : Routledge on 2003-08-27 / **ISBN :** 9781134626328



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