



Multinationals As Flagship Firms Regional Business Networks

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Summary : Free multinationals as flagship firms regional business networks pdf download - the international dimension of business networks has remained relatively unexplored mainly because international business writers focus upon multinational enterprises and network writers ignore international issues in this book professors alan rugman and joseph d cruz bridge the literature on networks and multinationals by introducing the new concept of the flagship firm in each business network strategic leadership is provided by the flagship firm which is defined as a multinational enterprise it has other partners key suppliers key customers key competitors and key partners in the non-business infrastructure these business networks are usually located in the triad regions of the european union north america and japan there are strong cross-border network linkages within these regions but less globalization than regional economic integration the theory of the flagship firm five partners model is applied to the telecommunications chemicals automotive and electronics sectors amongst others and the book reports on both empirical studies and field research of the international competitiveness of these sectors the book will be of interest to academics students and professionals in the areas of international business strategic management political science law and sociology

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