

Location factors for international investment in innovation (Attractiveness for Innovation: Location Factors for International Investment)

The attractiveness of a country for international investment is determined by the advantageous character of its location factors, which typically differ between industries, functional activities, entry modes, internationalisation motives, etc. In this chapter location factors for innovation are discussed using an industry approach (hightechnology industries) and a business function approach (corporate R&D functions and headquarters).

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