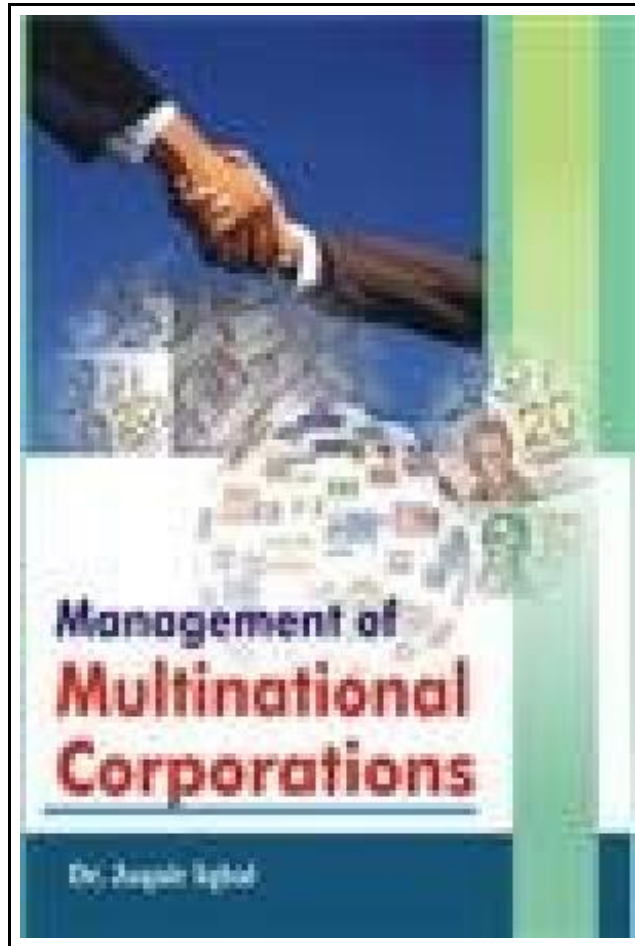


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*This book may be worth purchasing. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.
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MANAGEMENT OF MULTINATIONAL CORPORATIONS



Global Vision Publishing House, 2011. Hardcover. Book Condition: New. The book entitled, Management of Multinational Corporations lucidly covers various aspects related to the management of multinational corporations. The author attempts to explain how MNCs perform different business functions, such as marketing, operations, human resource and finance in different environments. It also describes how MNCs can operate successfully at the global level and respond flexibly to different national markets. To function effectively, they must understand the socio-political, cultural, economic and regulatory environment of the countries they operate in. Whether it is managing overseas operations, directing an international sales force, helping employees adjust to living and working in a foreign culture, or negotiating a deal with government as well as customers, such an understanding is essential for success. The author explores the theme in a sequential manner to make it easy for the readers to understand the theme. This book would be an invaluable source of information for students as well as general readers seeking knowledge of business corporations. Contents Preface (v) 1. Introduction 1 ? What is a Multinational Corporation? ? Advantages of MNCs ? The Costs of Multinationals ? Multinational Corporations into New Markets ? MNCs Characteristics and Global Learning ? Concerns about Multinational Corporations ? Future of Multinational Corporations ? Summary ? Case Study 2. Organizational Structure of MNCs 17 ? Definition of Organization Structure ? Twentieth Century Organizational Structure ? Traditional Organizational Structure ? Basis for Departmentalization ? Matrix Organizational Structure ? Strategic Business Units ? Emerging Trends in Organizational Structure ? Network Structure ? Centralization vs. Decentralization ? The Future ? Summary ? Case Study 3. Corporate Governance in Multinational Corporations 31 ? The Parent-Subsidiary Corporate Governance Relationship ? Current Issues Regarding Corporate Governance and Multinational Corporations ? Corporations: Global Issues ? Challenges of Globalization ? Summary...



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