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Mini Case. Chapter 17 - Wayne Huizenga Graduate School Of ...

Ch. 17 Multinational Financial Management (Ch. 17) Mini Case Citrus Products Inc. is a medium-sized producer of citrus juice drinks with groves in Indian River County, Florida. Until now, the company has confined its operations and sales to the United States, but its CEO, George Gaynor, wants to expand into Europe.

Ch. 17 Multinational Financial Management (Ch. 17) Mini Case

Mini Case for Multinational Financial Management a. What is a multinational corporation? Why do firms expand into other countries? A multinational corporation is one that operates in two or more countries. Firms expand into other countries: To seek new markets. To seek new supplies of raw materials. To gain new technologies.

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