

1. Record Nr.	UNICAMPANIAVAN0241669
Autore	Brondoni, Silvio M.
Titolo	Global corporate management : emerging issues in competition / Silvio M. Brondoni
Pubbl/distr/stampa	Torino, : Giappichelli, 2019
Descrizione fisica	XII, 367 p. ; 24 cm
Disciplina	337
Soggetti	Globalizzazione - Economia Economia internazionale
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Globalisation has been driven by multinationals' capital and technology and produced a structural change in business networks. In this sense, one of the most important changes in industrial organisation is the transition from multinational corporations (MNCs) to global networks particularly focused on management of innovation and creative imitation. The global competitive landscapes of innovation and imitation have significantly changed the relative position of many Nation-States. The US corporations have changesistemi socio-economicid their worldwide competitive position. Meanwhile the globalisation has expanded the market-space of corporations headquartered in countries with a high propensity to innovation (e.g. the Japanese companies), and has also promoted the growth of new countries, especially in the Far East (e.g. South Korea, India, Taiwan), where domestic firms have favorable conditions (especially in terms of social responsibility and low labor costs) to develop advanced skills for imitation and creative imitation.</p>