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| Edizione | [1st ed. 2016.] |
| Descrizione fisica | 1 online resource (XIV, 171 p. 22 illus., 3 illus. in color.) |
| Collana | Palgrave Pivot |
| Disciplina | 658.049 |
| Soggetti | International business enterprises International Business |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references at the end of each chapters and index. |
| Nota di contenuto | Introduction -- Chapter 1: The Relationship between Economics and International Business Studies -- Chapter 2: Introduction to Modelling Techniques -- Chapter 3: Introduction to Monopoly -- Chapter 4: Introduction to Location -- Chapter 5: Division of Labour and Modularisation -- Chapter 6: Analysis of Ownership -- Chapter 7: Modelling Contractual Arrangements -- Chapter 8: Global Rivalry -- Chapter 9: Extensions of the Models -- Chapter 10: The Management of the Firm -- Chapter 11: Conclusions: A Model-Building Agenda. |
| Sommario/riassunto | Demonstrating why economic modelling is so important in understanding international business, this stimulating and highly original book sets out a new and exciting research agenda in international business studies. The author explains what economic models are, how they are constructed and the way in which they can be used. It illustrates how models clarify important issues in international business - explaining empirical anomalies, analyzing strategies and evaluating government policies towards multinational firms. There are detailed discussions of monopoly and competition in the global economy; the international division of labour; supply chain coordination; and the strategic implications of sunk costs in R&D. Based on this discussion, the book proposes a radical reformulation of |

the theory of the firm as applied to international business. Mark Casson is Professor of Economics at the University of Reading, UK, where he researches international business, entrepreneurship and business and economic history. His recent books include *The Multinational Enterprise Revisited* (with Peter Buckley) and *The Entrepreneur in History* (with Catherine Casson). .
