

1. Record Nr.	UNINA9910453107803321
Titolo	The corporate firm in a changing world economy : case studies in the geography of enterprise // edited by Marc de Smidt and Egbert Wever
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
ISBN	0-203-07652-4 1-299-44866-6 1-135-12611-9
Descrizione fisica	1 online resource (433 p.)
Collana	Routledge library editions. International business ; ; v. 36
Altri autori (Persone)	SmidtM. de WeverE
Disciplina	338.8/8
Soggetti	International business enterprises - Location Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1990 by Routledge.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Title; Copyright; Contents; Figures; Tables; Contributors; Preface; 1 Firms: Strategy and changing environments; 2 IBM: The corporate chameleon; 3 Philips: A global electronics firm restructures its home base; 4 Standard Elektrik Lorenz: Introducing CAD into a telecommunications firm: its impact on labour; 5 Goodman Fielder Wattie: Good Food World-wide? Internationalization and performance; 6 ccFriesland: Spatial dynamics within a dynamic company; 7 MacMillan Bloedel: Corporate restructuring and employment change 8 Nissan Motor Company: Stages of international growth, locational profile, and subcontracting in the Tokyo region 9 Volvo: The organization of work: a determinant of the future location of manufacturing enterprises; 10 Daewoo: Corporate growth and spatial organization; 11 The geography of enterprise: elements of a research agenda; Index
Sommario/riassunto	This book examines the economic environment and phenomena of multinational business with reference to case studies of major multinational companies, including IBM, Philips, Nissan and Volvo. It assesses how the major theories explaining the response of companies to changes are borne out by the experience of individual firms.

