

1. Record Nr.	UNINA9910461981903321
Autore	Nicholls Daniel
Titolo	Foreign direct investment : smart approaches to differentiation and engagement // Daniel Nicholls
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2016
ISBN	1-317-13408-7 1-315-58275-9 1-317-13407-9 1-283-70565-6 1-4094-2358-1
Descrizione fisica	1 online resource (127 p.)
Disciplina	332.67/3
Soggetti	Investments, Foreign Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Gower book"--cover. "First published 2012 by Gower Publishing"--t.p. verso.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	FDI in a downturn: trends and lessons learned -- Place brands: "guarantors" of investment -- Protectionism and neo-imperialism -- The investor perspective -- Politics and public diplomacy -- Where next for FDI?
Sommario/riassunto	As the world continues to recover from one of the most dramatic financial crises in a generation, expanding corporations are increasingly, yet cautiously, seeking out international investment opportunities. At the heart of this fragile investment recovery lie trust and confidence. With an unprecedented number of investment promotion agencies and economic development organisations now competing for the attention and business of a more cautious and discerning investor audience, smart approaches to strategic differentiation, communication, engagement and investment services are becoming increasin