

1. Record Nr.	UNINA9910462864203321
Titolo	Managing the global firm // edited by Christopher A. Bartlett, Yves Doz and Gunnar Hedlund
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2013
ISBN	1-283-97320-0 0-203-07794-6 1-135-13492-8
Descrizione fisica	1 online resource (372 p.)
Collana	Routledge library editions. International business ; ; v. 3
Altri autori (Persone)	BartlettChristopher A. <1943-> DozYves L HedlundGunnar <1949->
Disciplina	658.049
Soggetti	International business enterprises - Management 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	pt. I. Conceptions of global management -- pt. II. Management of multinational processes and systems -- pt. III. Innovation and R&D in the MNC -- pt. IV. The concepts in use.
Sommario/riassunto	This volume assesses the situation for multinationals at the beginning of the 1990s, bringing together contributions from academics recognized as world leaders in the field and from practitioners with wide experience in international management. Drawing on perspectives from Europe, the USA and Japan, the contributors outline the shape of the global firm of the future. They focus squarely on the development of the corporation as a whole, rather than on the narrow management of individual foreign subsidiaries, and they also explore the specific implications for areas such as strategic plannin