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Nota di contenuto	chapter Introduction: Industry History: Its Concepts and Methods / TAKAFUMI KUROSAWA -- part Part I FDI and Global Competition -- chapter 1 Advantage of Being a Giant: The Global Cigarette Industry Since the 1980s / TAKASHI HIRAO -- chapter 2 Access to Markets, Investment, Continentalization and Competitiveness: The Evolution of the Canadian Auto Sector DIMITRY ANASTAKIS -- chapter 3 Different Ways to the Global Market: The Dynamics of Japan's Electrical Equipment Companies / SHIGEHIRO NISHIMURA -- chapter 4 Exploring the Rise of Big Pharma: A French-Inspired Model for the Global Vaccine

Industry / JULIA YONGUE -- part Part II Localized Knowledge as a Lasting Competitive Advantage -- chapter 5 Longevity in Regional Specialization: The Dutch Water Construction Industry / BRAM BOUWENS -- chapter 6 Going Global in Fragmented Markets: The European Publishing Industry Since the Second Postwar Period / NURIA PUIG AND MARIA FERNANDEZ-MOYA -- chapter 7 Small, Hidden and Competitive: The Japanese Chemical Industry Since 1980 / SO HIRANO -- part Part III Shift in Global Value Chains -- chapter 8 Sourcing Competition across Industries: Japanese Department Stores and Global Fast Fashion / RIKO FUJIOKA -- chapter 9 "Swiss Made" but Global: From Technology to Fashion in the Watch Industry, 1950–2010 / PIERRE-YVES DONZE -- chapter 10 How to Sail a Sinking Ship: Adapting to the Declining Competitiveness of the European Shipping Industry / STIG TENOLD -- chapter 11 Three Markets and Three Types of Competitiveness: Pulp and Paper Industry / TAKAFUMI KUROSAWA.

Sommario/riassunto

"Changes in the dynamics of economic activities since the last decades of the 20th century have yielded major changes in the composition of industries and the division of labor and production across different regions of the world. Despite these shifts in the global economy, some industries have remained competitive even without relocating their operations overseas. Industries and Global Competition examines how and why the specificities of certain industries and firms determined their choice of location and competitiveness. This volume identifies the major drivers of this process and explains why some firms and industries moved to other parts of world while others did not. Relocation was not the sole determinant of the success or failure of firms and industries. Indeed some were able to reinvent themselves at their original location and build new competitive advantages. The path that each industry or firm took varied. This book argues that the specific characteristics of each industry defined the conditions of competitiveness and provide a wide range of cases as illustrations. Aimed at scholars, researchers and academics in the fields of business history, international business and related disciplines Industries and Global Competition examines the unique questions; How and why did the specificities of certain industries and firms determine their choice of location and competitiveness?"--Provided by publisher.
