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| 1. Record Nr. | UNINA9910779401803321 |
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| Titolo | Multinationals, technology and competitiveness // John H. Dunning |
| Pubbl/distr/stampa | Abingdon, Oxon : , : Routledge, , 2013 |
| ISBN | 1-135-12420-5 0-203-07623-0 1-299-44859-3 1-135-12421-3 |
| Descrizione fisica | 1 online resource (xix, 280 pages) : illustrations |
| Collana | Routledge library editions. International business ; ; v. 13 |
| Disciplina | 338.88 |
| Soggetti | International business enterprises Technology transfer - Economic aspects Competition, International |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | First published in 1988 by Unwin Hyman. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Front Cover; Multinationals, Technology and Competitiveness; Copyright Page; Contents; Acknowledgements; List of Figures; List of Tables; 1 Introduction; Some Themes of This Monograph; The Plan of the Book; 2 International Business in a Changing World Environment; Introduction; Antecedents of the MNE; Multinational Enterprises and Host Country Interaction: The Last Thirty Years; Towards a New Understanding Between MNEs and Governments; Some Observations on the Future of MNEs: Government Relationships; Conclusions; 3 Market Power of the Firm and International Transfer of Technology IntroductionPhase 1: The Industrial Revolution-To Around 1870; Phase 2: 1870-1914; Phase 3: 1919-1939; Phase 4: 1945-1965; Phase 5: 1965-1985; 4 Multinational Enterprises, Technology Transfer and National Competitiveness; Introduction; Some Theoretical Issues; Technology Traded Through the Market; Technology Transfers Within the MNE; The Influence of MNEs on National Competitiveness; Measuring and Interpreting National Competitiveness; Some Evidence Concerning the Impact of the Transfer of Technology Through MNEs on European Competitiveness; Summary and Conclusions 5 Inward Direct Investment from the USA and Europe's Technological |

CompetitivenessIntroduction; The Changing Competitive Position of European Industry; The Growth of the Leading US and European Firms; The Contribution of US Manufacturing Subsidiaries to European Exports; The Changing Pattern of the US/European Direct Investment in Manufacturing; The Technological Balance of Payments: The USA Compared with Europe; Conclusions; Appendix; 6 The Changing Role of MNEs in the Creation and Diffusion of Technology; Introduction; The Historical Trend Towards Technological Systems
The Dependence of International Technology Transfer and Diffusion on the Structure of IndustriesThe Dependence of International Technology Creation and Dissemination on the Global Investment Strategy of MNEs; The Policy Implications of the Closer Relationship Between the International Creation, Transfer and Diffusion of Technology; 7 International Direct Investment in Innovation: The Pharmaceutical Industry; Introduction; The Scale in International Investment in Pharmaceutical R & D; Motives for International Investment in Research; The Choice of Host Country
Gains and Losses: A General ReviewThe UK Pharmaceutical Industry; Conclusions; 8 The Consequences of the International Transfer of Technology by MNEs: A Home Country Perspective; Introduction; The Problem Stated; The Conditions of Technology Transfer; Multinational Enterprises and Technology Transfer to Developing Countries; Implications for Industrialized Countries; Conclusions: Some Policy Implications; 9 Multinational Enterprises, Industrial Restructuring and Competitiveness: A UK Perspective; Introduction; Historical Background; A New International Division of Labour
The Impact of New Technology

Sommario/riassunto

This book explores some aspects of the interface between technology, competitiveness and the role of multinational enterprises in the world economy. This group of essays stresses the role of asset creation and usage, rather than reliance on natural factor endowments as a basis for national competitiveness and examines the role of multinational enterprises as vehicles for technological transfer, and the efficient co-ordination of economic activity across national boundaries.
