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Nota di contenuto	Front Cover; Copyright Page; New Theories of the Multinational Enterprise; Contents; Preface; 1. Internalization and Non-Equity Forms of International Involvement; 2. Transaction Costs and the Theory of the Multinational Enterprise; 3. Mergers and the Theory of Foreign Direct Investment; 4. Conventional Theory and Unconventional Multinationals: Do New Forms of Multinational Enterprise Require New Theories?; 5. The Eclectic Theory of the Multinational Enterprise and the International Hotel Industry; 6. Regional Offices in Multinational Firms 7. Industrial Co-operation, Joint Ventures and the MNE in Yugoslavia 8. Macroeconomic Theories of Foreign Direct Investment: an Assessment; 9. Foreign Bank Entry into Japan and California; 10. Multinational Food and Fish Corporations; 11. Inter-industry Determinants of Foreign Direct Investments: a Canadian Perspective; 12. Multinational Enterprises and Technology Transfer; Bibliography; Notes on Contributors; Index of Names; Index of Subjects
Sommario/riassunto	This book brings together the work of noted authorities in the field of multinational enterprises who explain and debate the merits of internalization theory as the new general theory of the multinational enterprise. Alternatives to internalization, such as licensing, joint

ventures and other contractual arrangements are also evaluated. There are many applications to actual businesses, such as in the hotel, fish, food and banking industries. Also considered are regional office location and applications of the theory to Canada, Japan, the former Yugoslavia, the UK and USA.
