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Autore	Bulcke D. van den.
Titolo	European Union direct investment in China : characteristics, challenges and perspectives / / Daniel van den Bulcke, Haiyan Zhang and Maria do Ceu Esteves
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2003
ISBN	0-429-23401-5 1-138-81084-3 0-203-50597-2 1-280-07061-7 1-134-41073-5
Descrizione fisica	1 online resource (208 p.)
Collana	Studies in global competition
Classificazione	83.44
Altri autori (Persone)	ZhangHaiyan <1956-> EstevesMaria do Cu
Disciplina	332.67/34051
Soggetti	Investments, European - China Investments, Foreign - China China Economic conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [180]-186) and index.
Nota di contenuto	Book Cover; Title; Contents; List of figures; List of tables; Preface; List of abbreviations; Introduction; Patterns of European direct investment in China; Determinants of foreign direct investment and the changing Chinese business environment; Overview of inward foreign direct investment in China; Salient and evolving features of EU direct investment in China; Characteristics of EU MNEs with FDI activities in China; Operational and strategic characteristics of EU parent companies with investment operations in China; Characteristics of EU subsidiaries in China Characteristics of EU subsidiaries in the Chinese manufacturing sectorManagerial issues of EU manufacturing subsidiaries in China; Sourcing strategies of EU multinational subsidiaries in China; Concluding comments; Notes; Bibliography; Index
Sommario/riassunto	China's immersion in the world economy and trading system is a continued source of great interest throughout the globe.The book is

divided into three parts, the first being an overview of the Chinese investment environment and the development of foreign direct investment (FDI) over the last twenty years. The second part then goes on to focus specifically on the characteristics of European companies involved in FDI into China. The third part looks at different management aspects of EU invested enterprises within China, using newly acquired data. This comprehensive overview of European di

2. Record Nr.	UNINA9910580201803321
Autore	Torres-Toukoudidis Angel
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ISBN	1-00-327369-6 1-003-27369-6 1-000-65286-6
Descrizione fisica	1 online resource (134 pages)
Collana	Routledge Focus on Digital Media and Culture
Disciplina	794.8
Soggetti	eSports (Contests)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>This book takes a multidisciplinary approach to the question of esports and their role in society. A diverse group of authors tackle the impact of esports and the ways in which it has grown within the entertainment industry around the world.</p> <p>Chapters offer a coherent response to the following questions: What role do esports play in the entertainment industry? What communication skills can be learned through esports? What do the media gain from broadcasting esports? What is the relationship between social networks and esports? What are the main marketing strategies used in esports? What effect does communicative</p>

globalization have on the development of esports? What is the relationship between merchandising and esports? What do communication experts think about esports?

Offering clear insights into this rapidly developing area, this volume will be of great interest to scholars, students, and anyone working in game studies, new media, leisure, sport studies, communication studies, transmedia literacy, and digital culture.
