

1. Record Nr.	UNINA9910786049203321
Autore	Aitken Thomas <1910-1992, >
Titolo	The multinational man : the role of the manager abroad // Thomas Aitken
Pubbl/distr/stampa	London : , : Routledge, , 2013
ISBN	0-203-07795-4 1-135-13499-5
Descrizione fisica	1 online resource (174 pages)
Collana	Routledge library editions. International business ; ; v. 2
Disciplina	658.18
Soggetti	Executives International business enterprises International business enterprises - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1973 by George Allen & Unwin Ltd.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; The Multinational Man; Copyright Page; Contents; Introduction; 1. The Multinational Man; 2. The Small Multinationals; 3. Strategist and Planner; 4. Administration -Centralize or Decentralize?; 5. The Manager and the Money; 6. Who Controls the Market?; 7. Labour Pains and Issues; 8. Communications; 9. Citizen of What?; 10. The Multinational Company; Select Bibliography; Index
Sommario/riassunto	The growth and proliferation of multinational companies has both imposed new responsibilities on and offered new opportunities to, the men who represent them around the world. This book dissects the functional responsibilities of the manager abroad in the light of his relationships with the home office and with his local environment, and explores the consequences of various types of relationships. The discussion is a practical one drawing heavily on a wealth of experience and actual case studies.