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Altri autori (Persone)	BurtonFred <1938-> CampbellNigel
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Sommario/riassunto	International in perspective, this volume provides insights into the important problem of how to transfer Japanese practice to Western countries. It also examines key aspects of Japanese multinationals and discusses how they are developing their global strategies and how they are managing their local workforces. Topics covered include relations with suppliers, governments and competitors, leadership patterns and business philosophy. The impact of Japanese multinationals on the local economies of host countries is a particular focus. The dynamics of strategic alliances, technology transfers