

1. Record Nr.	UNINA9910796570303321
Titolo	The Changing Dynamics of International Business in Africa [[electronic resource] /] / edited by I. Adeleye, K. Ibeh, A. Kinoti, L. White
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2015
ISBN	1-349-70370-2
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (XXII, 292 p.)
Collana	AIB Sub-Saharan Africa (SSA) Series, , 2662-1029
Disciplina	338.8/886
Soggetti	Leadership Ethnology—Africa International business enterprises Management Development economics International economics Business Strategy/Leadership African Culture International Business Development Economics International Economics Africa Commerce Africa Foreign economic relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The research papers and cases in The Changing Dynamics of International Business in Africa provide multi-disciplinary insights on the opportunities and challenges of doing business in Africa, as well as on the changing competitive dynamics in the region, as Western, BRIC and African multinationals intensify their fight for market dominance.