

1. Record Nr.	UNINA9910809278103321
Titolo	The competitive advantage of emerging market multinationals // edited by Peter J. Williamson [and three others] [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2013
ISBN	1-107-32703-2 1-107-23806-4 1-107-33596-5 1-107-25574-0 1-107-33347-4 1-107-33513-2 1-107-33679-1 1-139-50669-2
Descrizione fisica	1 online resource (xxiv, 351 pages) : digital, PDF file(s)
Classificazione	BUS035000
Disciplina	338.8/891724
Soggetti	International business enterprises - Developing countries Competition, International
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di contenuto	pt. I. Innovation and competitive advantage -- pt. II. Value-chain configuration and competitive advantage -- pt. III. Mergers and acquisitions and competitive advantage.
Sommario/riassunto	Multinationals from Brazil, Russia, India and China, known as the BRIC countries, are a new and powerful force in global competition and are challenging the incumbency of much older global companies from the developed world. Emerging market multinational enterprises (EMNEs) now account for a quarter of foreign investment in the world, are a prolific source of innovation and make almost one in three cross-border acquisitions globally. Despite this, traditional theories of international business do not provide a satisfactory explanation of their behaviour or performance. The authors of this book shine new light on the rise of the EMNEs and how they have built a competitive advantage through innovation, novel configurations of their international value

chains and the acquisition of companies overseas. Any manager, policy maker or researcher who wishes to understand the emergence of this new breed of multinational will find this book an invaluable resource.
