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Titolo	Managing the global firm // edited by Christopher A. Bartlett, Yves Doz and Gunnar Hedlund
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Sommario/riassunto	This volume assesses the situation for multinationals at the beginning of the 1990s, bringing together contributions from academics recognized as world leaders in the field and from practitioners with wide experience in international management. Drawing on perspectives from Europe, the USA and Japan, the contributors outline the shape of the global firm of the future. They focus squarely on the development of the corporation as a whole, rather than on the narrow management of individual foreign subsidiaries, and they also explore the specific implications for areas such as strategic plannin