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Sommario/riassunto

This volume represents the first substantive study of emerging multinationals (MNEs) from Asian economies, drawing on the unique experiences of South Korea and Taiwan. Combining an econometric investigation with detailed case studies of leading Korean and Taiwanese electronics companies, it aims to demystify the nature and theoretical implications of these dynamic economic regions. The author argues that many of these 'new multinationals' do not possess the characteristics typically ascribed to MNEs, such as technological leadership, strong marketing positions or advanced managerial capabilities.

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