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Background and Purpose.

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Sommario/riassunto

This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs and, in particular, in their relationship with home country policies: 1.The theoretical challenge: do we need different or more specific theories of EMNEs to assess the phenomenon of BRIC multinationals? 2.The empirical challenge: what marks the changing position of BRIC countries in the world economy? 3.The managerial challenge: with the coming of age of a new breed of multinationals, what distinguishes BRIC multinationals from other (emerging market) multinationals? 4.The policy making challenge: what impact have MNEs from BRIC countries had on their domestic economy?

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