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Nota di contenuto

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5 Inward Direct Investment from the USA and Europe's Technological CompetitivenessIntroduction; The Changing Competitive Position of European Industry; The Growth of the Leading US and European Firms; The Contribution of US Manufacturing Subsidiaries to European Exports; The Changing Pattern of the US/European Direct Investment in Manufacturing; The Technological Balance of Payments: The USA Compared with Europe; Conclusions; Appendix; 6 The Changing Role of MNEs in the Creation and Diffusion of Technology; Introduction; The Historical Trend Towards Technological Systems
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Gains and Losses: A General ReviewThe UK Pharmaceutical Industry; Conclusions; 8 The Consequences of the International Transfer of Technology by MNEs: A Home Country Perspective; Introduction; The Problem Stated; The Conditions of Technology Transfer; Multinational Enterprises and Technology Transfer to Developing Countries; Implications for Industrialized Countries; Conclusions: Some Policy Implications; 9 Multinational Enterprises, Industrial Restructuring and Competitiveness: A UK Perspective; Introduction; Historical Background; A New International Division of Labour
The Impact of New Technology

Sommario/riassunto

This book explores some aspects of the interface between technology, competitiveness and the role of multinational enterprises in the world economy. This group of essays stresses the role of asset creation and usage, rather than reliance on natural factor endowments as a basis for national competitiveness and examines the role of multinational enterprises as vehicles for technological transfer, and the efficient co-ordination of economic activity across national boundaries.