

1. Record Nr.	UNISA990003044030203316
Autore	KNOX, Jean
Titolo	Archetipo, attaccamento, analisi : la psicologia junghiana e la mente emergente / Jean Knox ; [traduzione di Barbara Sambo]
Pubbl/distr/stampa	Roma : Edizioni Scientifiche Ma.Gi., copyr. 2007
ISBN	978-88-7487-218-3
Descrizione fisica	271 p. ; 21 cm
Collana	Immagini dall'inconscio
Disciplina	150.1954
Soggetti	Archetipo
Collocazione	II.3. 3187
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910455349103321
Autore	Vernon Raymond <1913-1999.>
Titolo	In the hurricane's eye [[electronic resource] ] : the troubled prospects of multinational enterprises // Raymond Vernon
Pubbl/distr/stampa	Cambridge, MA, : Harvard University Press, 1998
ISBN	0-674-04466-5
Descrizione fisica	1 online resource (273 p.)
Disciplina	338.8/8
Soggetti	International business enterprises Host countries (Business) - Economic policy Competition, International Pressure groups Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [221]-257) and index.
Nota di contenuto	Frontmatter -- CONTENTS -- Preface -- 1 SETTING THE CONTEXT -- 2 TENSIONS IN THE BACKGROUND -- 3 INSIDE THE EMERGING ECONOMIES -- 4 INSIDE THE INDUSTRIALIZED ECONOMIES -- 5 THE STRUGGLE OVER OPEN MARKETS -- 6 RIGHTING THE BALANCE -- Notes -- Index
Sommario/riassunto	The world's multinational enterprises face a spell of rough weather, political economist Ray Vernon argues, not only from the host countries in which they have established their subsidiaries, but also from their home countries. Such enterprises--a few thousand in number, including Microsoft, Toyota, IBM, Siemens, Samsung, and others--now generate about half of the world's industrial output and half of the world's foreign trade; so any change in the relatively benign climate in which they have operated over the past decade will create serious tensions in international economic relations. The warnings of such a change are already here. In the United States, interests such as labor are increasingly hostile to what they see as the costs and uncertainties of an open economy. In Europe, those who want to preserve the social safety net and those who feel that the net must be dismantled are increasingly at odds. In Japan, the talk of "hollowing out" takes on a

new urgency as the country's "lifetime employment" practices are threatened and as public and private institutions are subjected to unaccustomed stress. The tendency of multinationals in different countries to find common cause in open markets, strong patents and trademarks, and international technical standards has been viewed as a loss of national sovereignty and a weakening of the nation-state system, producing hostile reactions in home countries. The challenge for policy makers, Vernon argues, is to bridge the quite different regimes of the multinational enterprise and the nation-state. Both have a major role to play, and yet must make basic changes in their practices and policies to accommodate each other.

---