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Titolo	Bali medical journal
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ISSN	2302-2914
Descrizione fisica	1 online resource
Soggetti	Medicine Medicine - Indonesia Periodicals. Periodical Electronic journals. Indonesia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

2. Record Nr.	UNINA9910786049403321
Titolo	The growth of international business // edited by Mark Casson
Pubbl/distr/stampa	London : , : Routledge, , 2013
ISBN	1-135-13428-6 1-283-97323-5 0-203-07783-0 1-135-13429-4
Descrizione fisica	1 online resource (276 pages) : illustrations
Collana	Routledge library editions. International business ; ; v. 8
Disciplina	338.881
Soggetti	International business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1983 by George Allen & Unwin.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; The Growth of International Business; Copyright Page; Contents; Preface; Theory; 1. Introduction: the conceptual framework, by Mark Casson; 2. New theories of international business: some unresolved issues, by Peter J. Buckley; 3. Technological and organisational factors in the theory of the multinational enterprise, by David J. Teece; 4. Pricing and sourcing strategies in a multinational oligopoly, by Mark Casson and George Norman; Evidence; 5. Changes in the level and structure of international production: the last one hundred years, by John H. Dunning 6. Industrial diversification amongst the world's leading multinational enterprises, by Robert D. Pearce 7. The growth and structure of multinationals in the banana export trade, by Robert Read; 8. Strategic factors in the growth of a multinational enterprise: the Burmah Oil Company, 1886-1928, by T. A. B. Corley; 9. The growth of transnational banking, by George N. Yannopoulos; Bibliography; Index
Sommario/riassunto	This book integrates the work of economists, management scientists and business historians. It applies the related concepts of transaction costs, internalisation, corporate strategy and market structure to explain the historical process of corporate growth in the international economy. Each chapter is written by a scholar who has specialized in a particular aspect of the growth of international business.

