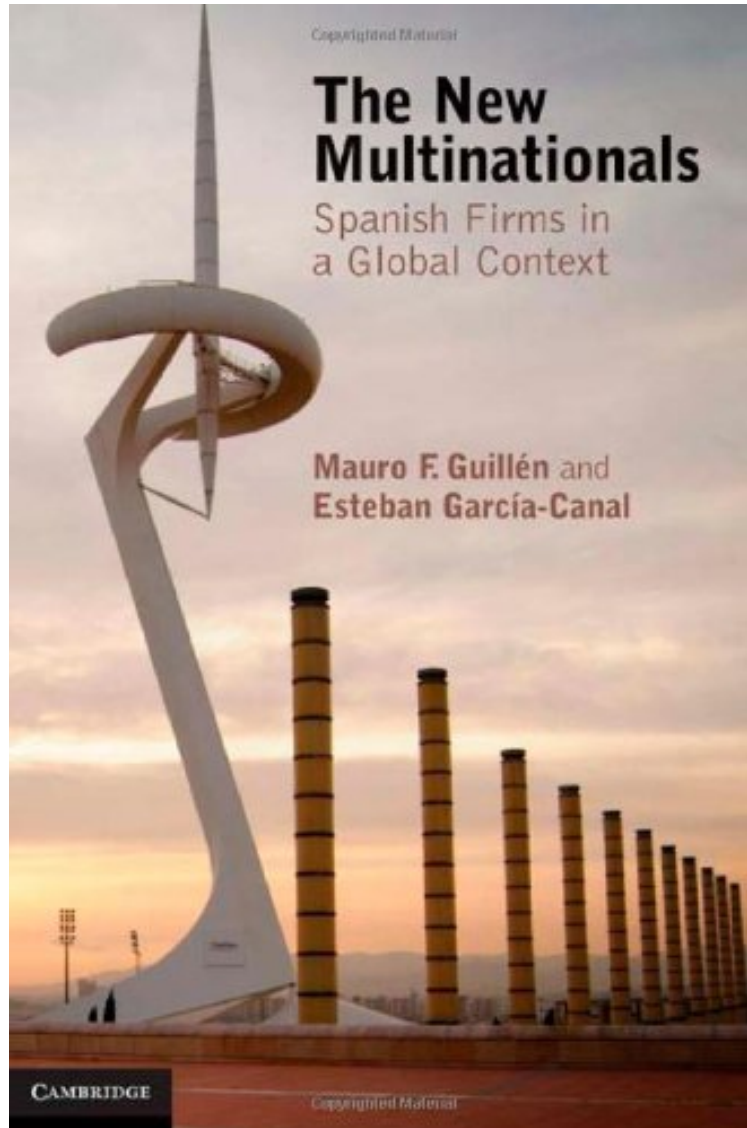


(Free read ebook) The New Multinationals

The New Multinationals

Mauro F. Guillén, Esteban García-Canal
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Mauro F. Guillén, Esteban García-Canal : The New Multinationals before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Multinationals:

A new breed of multinational companies is reshaping competition in global industries. For most of the 19th and 20th centuries, multinational firms came from the most technologically advanced countries in the world. Over the last two decades, however, new multinational firms from upper-middle-income economies (e.g. Spain, Ireland, Portugal, South

Korea, and Taiwan), developing countries (e.g. Egypt, Indonesia, and Thailand), and oil-rich countries (e.g. United Arab Emirates, Nigeria, Russia, and Venezuela) have become formidable global competitors. These firms do not necessarily possess technological or marketing skills. In contrast to the classic multinationals, they found strength in their ability to organize, manage, execute, and network. They pursued a variety of strategies including vertical integration, product diversification, learning by doing, exploration of new capabilities, and collaboration with other firms. This book documents this phenomenon, identifies key capabilities of the new multinationals, and provides a new conceptual framework to understand its causes and implications.