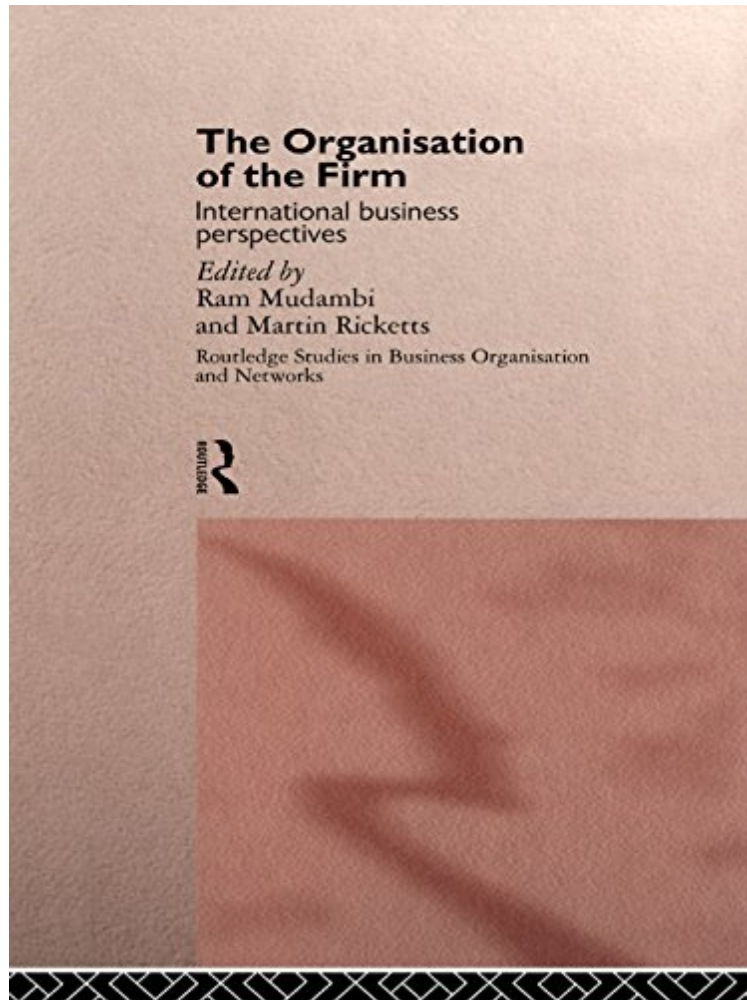


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6 of 6 people found the following review helpful. Understanding multinationalsBy A CustomerMultinational corporations (MNCs) are becoming more and more important in the world economy. However, the popular perception of these firms is driven by populist and political agendas. There is a popular perception that these firms arise solely on political grounds, and survive by paying off those with political power. Nothing could be further from the truth. MNCs are becoming bigger and more powerful precisely because the world economy is becoming more efficient in lowering

barriers to international trade and investment. On balance, they provide superior employment conditions (compared with current alternatives) in the third world, create knowledge and innovation in the first world and create untold amounts of wealth everywhere. In order to understand this argument it is necessary to understand the basic drivers of the business firm and then apply these to multinational economic activity. That is what the essays in this book do. In assembling essays by pioneers in the study of the MNC like Mark Casson, Peter Buckley and James Markusen, Ram Mudambi and Martin Ricketts have done a sterling job of presenting a convincing case for the MNC. The bottom line is clear - it is unwise to criticize economic organizations without understanding them.

In recent years there has been a growth in work on the organization of the firm. The same period has also seen a corresponding rise in literature dealing with the organization of the multinational firm, but the two literatures have developed quite separately, even though insights from each have much to offer the other. This unique collection of essays from respected academics aims to bridge this gap, addressing questions of the theory of the firm and international business. The material is presented in three sections: * The first section deals with theoretical issues underpinning multinational enterprise. These are the issues of information, re-engineering and change management and international trade. * The second section concentrates on the inter-firm relationships of multinationals, assessing the interplay of co-operation and adversarial behaviour. * The third section deals with applications of the principles presented in the first two sections. The applications concern the defence equipment industry, the world automobile industry and corporate governance under European Union Regulations. The Organisation of the Firm is aimed at researchers and students in the field of international business, and is likely to appeal to advanced undergraduates and postgraduates, as well as academics.