

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$2100.00

Editorial:

Año: 2005

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780199272099

This book provides a unique contribution to contemporary globalization debates by providing an accessible survey of the growth and role of multinational enterprises in the world economy over the last two hundred years. The author shows how entrepreneurs built a global economy in the nineteenth century by creating firms that pursued resources and markets across borders. It demonstrates how multinationals shifted strategies as the first global economy disintegrated in the political and economic chaos between the two world wars, and how they have driven the creation of the

contemporary global economy.

Many of the issues of the global economy have been encountered in the past. This book shows how entrepreneurs and managers met the political, ethical, cultural and organizational challenges of operating across national borders at different times and in different environments. The role of multinationals is placed within their wider political and economic context. There are chapters on the impact of multinationals, and on relations with governments.