Foreword

For too long organizations doing business in western world resisted the temptation to go global. Not anymore. Many of these organizations in developed countries began to realize that economic prosperity can no longer only depend on domestic markets. Aging workforce coupled with rising of wages, natural economic cycle between expansion and contraction, continuous change in consumers’ tastes and preferences are among host of challenges confronting organizations today. On the other hand, new opportunities availed themselves to organizations today where not present in the near past. Communications technologies, the engineering miracles of the past twenty years, paved the way for the rise of the Internet and the acceptance of mobile technologies with high levels of penetration worldwide. Accordingly, collaboration among team members of the same organization halfway around the globe became the norm. The enhancements in computing technologies and cloud computing facilitated the possibility of instantaneous exchange of business documents, training videos, and projects’ progress updates. Furthermore, the opening of new markets, the creation of new demand based on localized products and services, and the availability of talented, well-educated workforce overseas are among the positive issues that matters most to organizations when thinking about doing business globally in general, in developing countries in particular.

This book on Multinational Enterprises Management Strategies in Developing Countries represents extensive research efforts to provide organizations and their managers that tackle most issues vital to cross the bridge and become a multinational enterprise. The book is an excellent source that provide in depth discussion on strategic options available to enterprises to develop global operations and what are the challenges multinational enterprises face in terms of ethical, socio-economic, and political environments globally. The book is an invaluable addition to cumulative wealth of knowledge in doing business internationally and especially in developing countries.

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