Multinational Enterprise Management Strategies in Developing Countries

Part of the Advances in Logistics, Operations, and Management Science Book Series

Mohammad Ayub Khan (Tecnológico de Monterrey, Mexico)

Description:

In contemporary economies, businesses must consistently make strides to remain competitive and profitable at both national and international levels. Unlike in the developed world, corporations in developing nations face a different set of challenges for achieving growth.

Multinational Enterprise Management Strategies in Developing Countries is an authoritative reference source for the latest scholarly research on diverse opportunities and obstacles facing multinational corporations in emerging economies. Highlights innovative perspectives and real-world examples.

Readers:

This book is ideally designed for researchers, practitioners, upper-level students, and industry professionals interested in management approaches for achieving success in international corporations.


Topics Covered:

- Diplomacy and International Relations
- Environmental Considerations
- Ethical Challenges
- Institutional Leadership
- Performance Measurement
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