



The Future of the Multinational Company

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Recent Events -from September 11, to the anti-globalization protests to the collapse of the high-tech boom have accentuated the sense that the global economy is moving into uncharted waters Bringing together the leading authorities on globalization and international business *The Future of the Multinational Company* looks ahead to the new challenges facing multinational firms and predicts what the multinational company will look like in ten years time.

- Brings together the leading authorities in the field of global / international busi-ness.
- Accademically rigourous but accessible ·
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