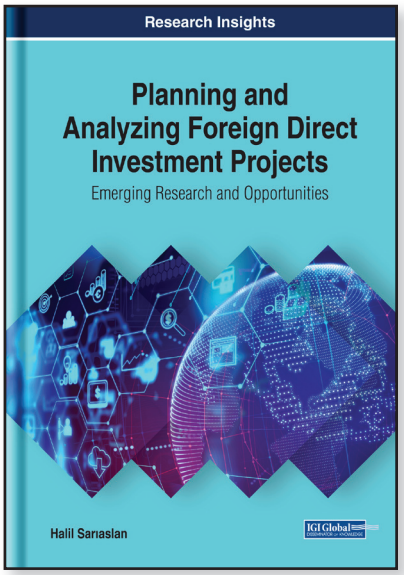
Planning and Analyzing Foreign Direct Investment Projects: Emerging Research and Opportunities



Part of the Advances in Finance, Accounting, and Economics Book Series

Halil Sarıaslan (Başkent University, Turkey)

Description:

Globalization, accelerated by information technologies, has increased the speed of business transactions and has reduced the distances between international businesses. This growth has transformed the realm of foreign investment in countries around the world, calling for a methodological approach to planning feasible capital investment proposals in general and foreign direct investment projects.

Planning and Analyzing Foreign Direct Investment Projects: Emerging Research and Opportunities is a pivotal reference source that provides a systems approach to investment projects in a globalized and open society. While highlighting topics such as consumer analysis, competitive strategy, and market analysis, this publication explores the profitability and feasibility of international investments, as well as the risks and resources associated with strategic project planning. This book is ideally designed for business managers, entrepreneurs, researchers, academicians, graduate students, policymakers, investors, and project managers seeking current research on planning, analyzing, and evaluating investment projects.

ISBN: 9781522576969 **Release Date:** December, 2018 **Copyright:** 2019 **Pages:** 294

Topics Covered:

- Competitive Strategy
- Consumer Analysis
- Data Requirements
- Global Business
- International Companies
- International Investment
- Market Analysis
- Operational Expenditures
- Risk Analysis
- Target Market

Hardcover: $215.00.00
E-Book: $215.00.00
Hardcover + E-Book: $260.00

Order Information
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA

IGI Global
DISSEMINATOR OF KNOWLEDGE