

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.

ISBN: 9781522502760

Release Date: May, 2016

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Pages: 315

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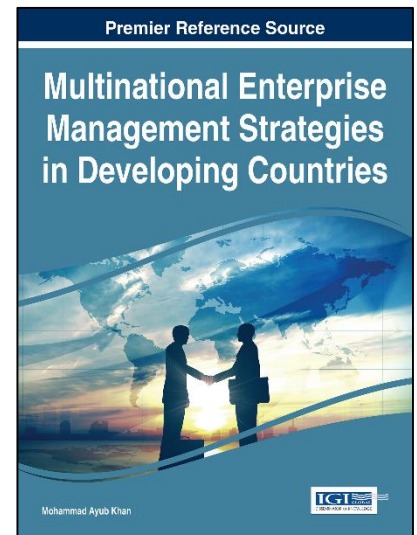
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Dr. Ayub is Full-Professor and Director of the Marketing and International Business Department and has remained Director of the International Business Department, Director of the University Honors Program; National Coordinator of International Business Academy and Divisional Coordinator of Internationalization of the Business Faculty, at Tecnológico de Monterrey, campus Monterrey, México. His research interests are cross cultural management, international negotiation and business management education. He has co-authored books titled "The Basics of International Negotiation" and "Diverse Contemporary Issues facing the Business Management Education in Developing Countries".