

The Process of Internationalization

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Overview

The book is based on the best papers presented at the 30th Annual Conference of the UK Chapter of the Academy of International Business. The focus of the papers revolves around the process of internationalization and is centred on four main themes: - - * The strategic and organizational development of the internationalized firm - - * The role of culture and institutions in international business - - * Internationalization of Small and Medium Sized Enterprises - - * Foreign Direct Investment, impact and policy implications - - Covering a wide variety of topical internationalization issues, this book brings together findings from many of the foremost researchers in the field.

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