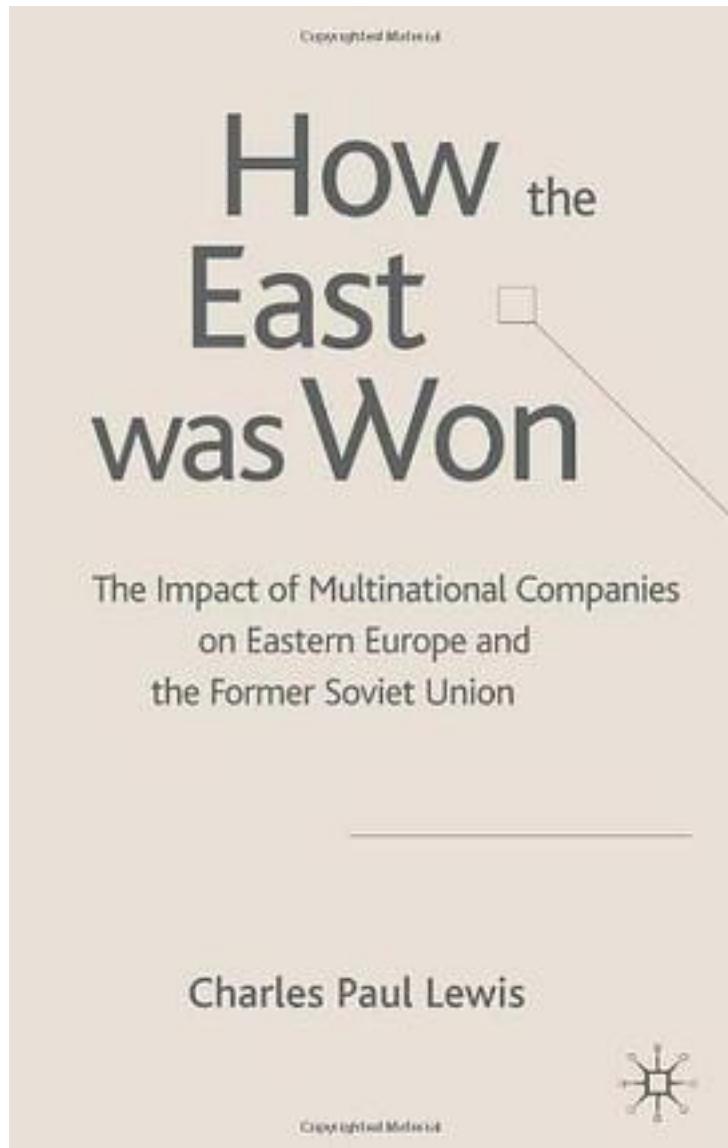


How the East Was Won



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MNC's have not received a good press in recent years. This book attempts to redress the balance of the argument by showing the extraordinary and positive impact of MNC's in Eastern Europe and the former Soviet union during the transition to free market capitalism. The book also attempts to answer why the impact of MNC's in Eastern Europe should be different to the less commendable experience in Africa and Latin America, and whether MNC's reinforce the power of corrupt rulers. In concluding that MNC's are not necessarily the enemy of development but can be instrumental to progress, the book draws on lessons from 21 East European transition countries to show how the economic power of MNC's can be harnessed elsewhere in the developing world.

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