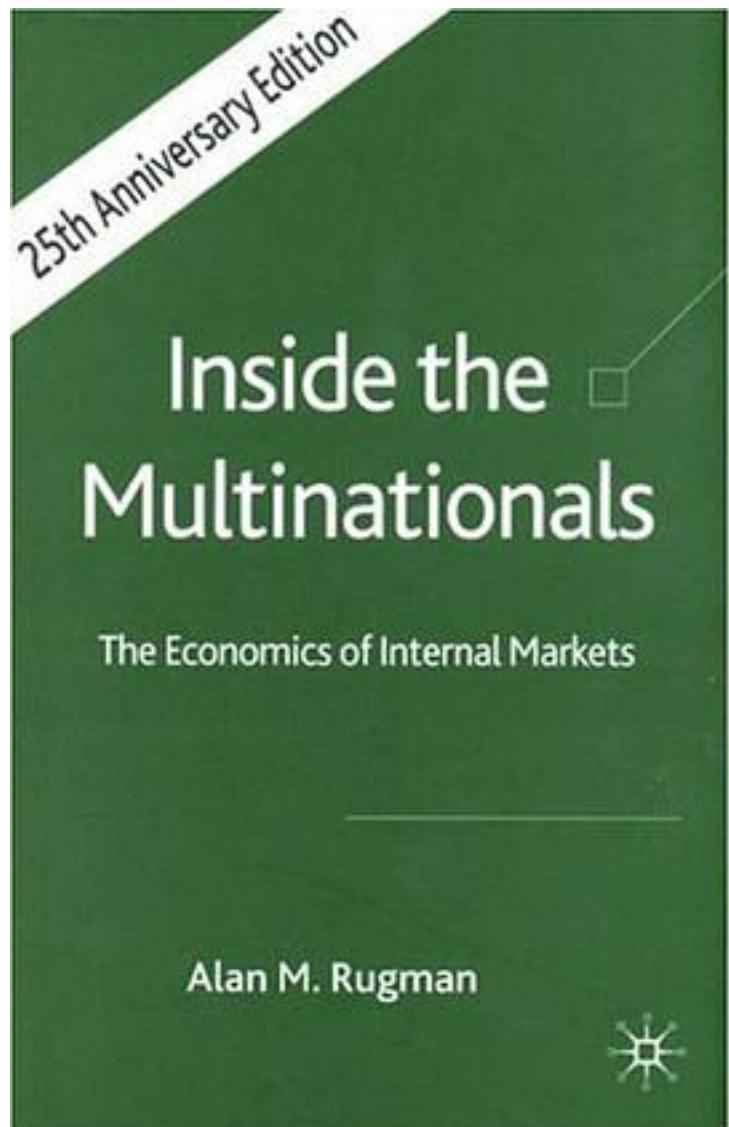


# Inside the Multinationals



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The first edition of "Inside the Multinationals" was a milestone book which applied the new theory of the multinational enterprises in a North American context. In it, Alan M. Rugman popularized internalization theory and helped to extend it as the cornerstone of research in the field of international business. Now with a new introduction assessing the path-breaking contribution of the book, this 25th Anniversary edition gives scholars access to the original text. Professor Rugman now serves as President of the Academy of International Business.

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