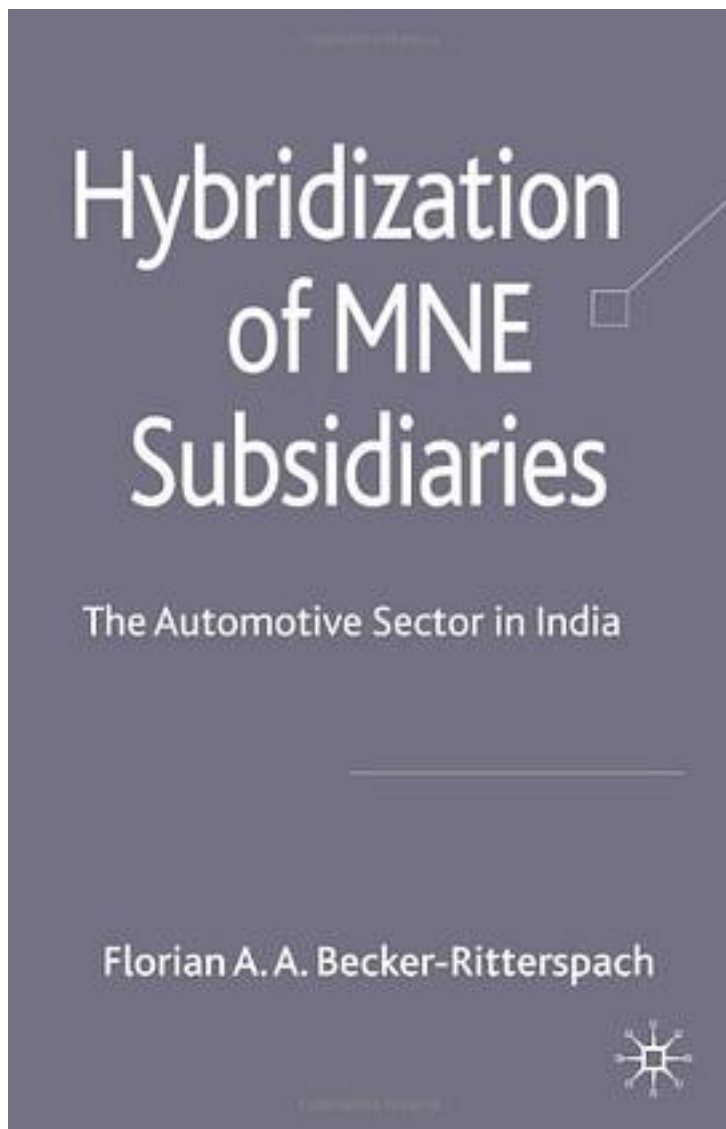


Hybridization of MNE Subsidiaries



[Hybridization of MNE Subsidiaries 下载链接1](#)

著者:Becker-Ritterspach, Florian A.A.

出版者:

出版时间:2009-1

装帧:

isbn:9780230206694

Multinational Enterprises setting up subsidiaries in emerging markets face the ongoing issue as to what extent they can transfer their home-grown or global organizational models. Addressing this question, this book shows how and why the hybridization profiles of automobile subsidiaries in India differ. Focusing on the transfer and local adaptation of production models, the author argues that only when we consider strategic choices at the corporate and subsidiary level, as well as their institutional and strategic embeddedness, can we understand subsidiary hybridization.

作者介绍:

目录:

[Hybridization of MNE Subsidiaries_ 下载链接1](#)

标签

评论

[Hybridization of MNE Subsidiaries_ 下载链接1](#)

书评

[Hybridization of MNE Subsidiaries_ 下载链接1](#)