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Asian Inward and Outward FDI New Challenges in the Global Economy Palgrave Macmillan Asian Business

By -

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 280 pages. Dimensions: 8.6in. x 5.6in. x 0.9in. One of the most interesting phenomena that has recently emerged in the international economic and financial arena is the new role played by emerging economies as global investors. Multinational companies from emerging and developing economies are becoming important players and have embarked upon rapid globalization processes targeting industrialized economies, particularly in North America, Australia and Europe. Host countries increasingly face an array of challenges and opportunities arising from the activities of emerging economies multinationals. The rise of this new stream of outward investment by emerging multinationals needs to be explored. Similarly, counter strategies of established firms from mature economies requires further and continuous analysis. Asian Inward and Outward FDI brings together work from researchers in international business and economic geography. The book is aimed for scholars with an interest in the macro and micro economic impact of new flows of FDI. Furthermore, it will be beneficial reading for practitioners and policy makers in order to facilitate sustainable FDI flows promoting growth in Asia and Europe. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.

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-- **Marlin Bergstrom**

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