

Cross-Border Investing

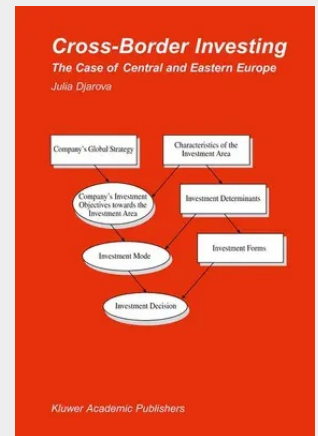
The Case of Central and Eastern Europe

Cross-Border Investing: The Case of Central and Eastern Europe offers a view that reflects two main hypotheses: -You cannot understand foreign direct investment (FDI) trends and developments unless you understand the company's motives to invest, - You cannot understand a company's cross-border investment decision-making unless you understand what the investment area offers.

This is the reason why this text builds up a relationship between the world of companies' decision-makers and that of the policy makers in the public sector. It does so by linking the business processes to the factors that together constitute the location profile of a country or a region.

Based on more than 15 years of practical experience as well as research in the field of FDI, Dr Julia Djarova offers a Cross-Border Investment Model to describe the logic behind the decision-making process concerning foreign investments made by companies. The model is illustrated by a number of case studies of multinationals.

Cross-Border Investing: The Case of Central and Eastern Europe offers a view that reflects two main hypotheses: -You cannot understand foreign direct investment (FDI) trends and developments unless you understand the company's motives to invest, -You cannot understand a company's cross-border investment decision-making unless you understand what the investment area offers. This is the reason why this text builds up a relationship between the world of companies' decision-makers and that of the policy makers in the public sector. It does so by linking the business processes to the factors that together constitute the location profile of a country or a region. Based on more than 15 years of practical experience as well as research in the field of FDI, Dr Julia Djarova offers a Cross-Border Investment Model to describe the logic behind the decision-making process concerning foreign investments made by companies. The model is illustrated by a number of case studies of multinationals.



106,99 €
99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780792374749
Medium: Buch
ISBN: 978-0-7923-7474-9
Verlag: Springer US
Erscheinungstermin: 31.03.2004
Sprache(n): Englisch
Auflage: 2004
Produktform: Gebunden
Gewicht: 1360 g
Seiten: 284
Format (B x H): 160 x 241 mm

