

Cross-Border Investing

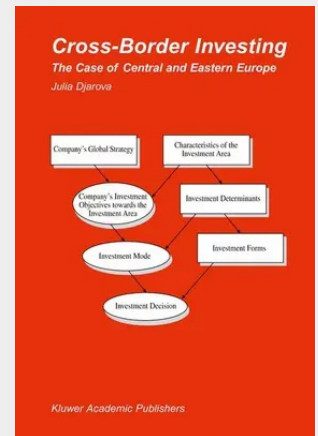
The Case of Central and Eastern Europe

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.

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106,99 €
99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781475783520
Medium: Buch
ISBN: 978-1-4757-8352-0
Verlag: Humana
Erscheinungstermin: 21.03.2013
Sprache(n): Englisch
Auflage: Softcover Nachdruck of the original 1. Auflage 2004
Produktform: Kartoniert
Gewicht: 476 g
Seiten: 284
Format (B x H): 155 x 235 mm

