

Multinationals As Flagship Firms: Regional Business Networks

Alan M. Rugman, Joseph R. D'Cruz

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Multinationals As Flagship Firms: Regional Business Networks Alan M. Rugman, Joseph R. D'Cruz The international dimension of business networks has remained relatively unexplored, mainly because international business writers focus upon multinational enterprises and network writers ignore international issues. In this book Professors Alan Rugman and Joseph D'Cruz bridge the literature on networks and multinationals by introducing the new concept of the flagship firm.



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