

Multinationals and Global Consumers: Tension, Potential and Competition (AIB Southeast Asia)



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Multinationals and Global Consumers: Tension, Potential and Competition (AIB Southeast Asia) International business (IB) research on Asian firms is on the rise, challenging conventional theories and providing opportunities for IB researchers to address several paradoxical issues such as ownership advantage and risk-returns. The book focuses on IB research in Asia and addresses some of these problems in several keys areas of IB research.

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