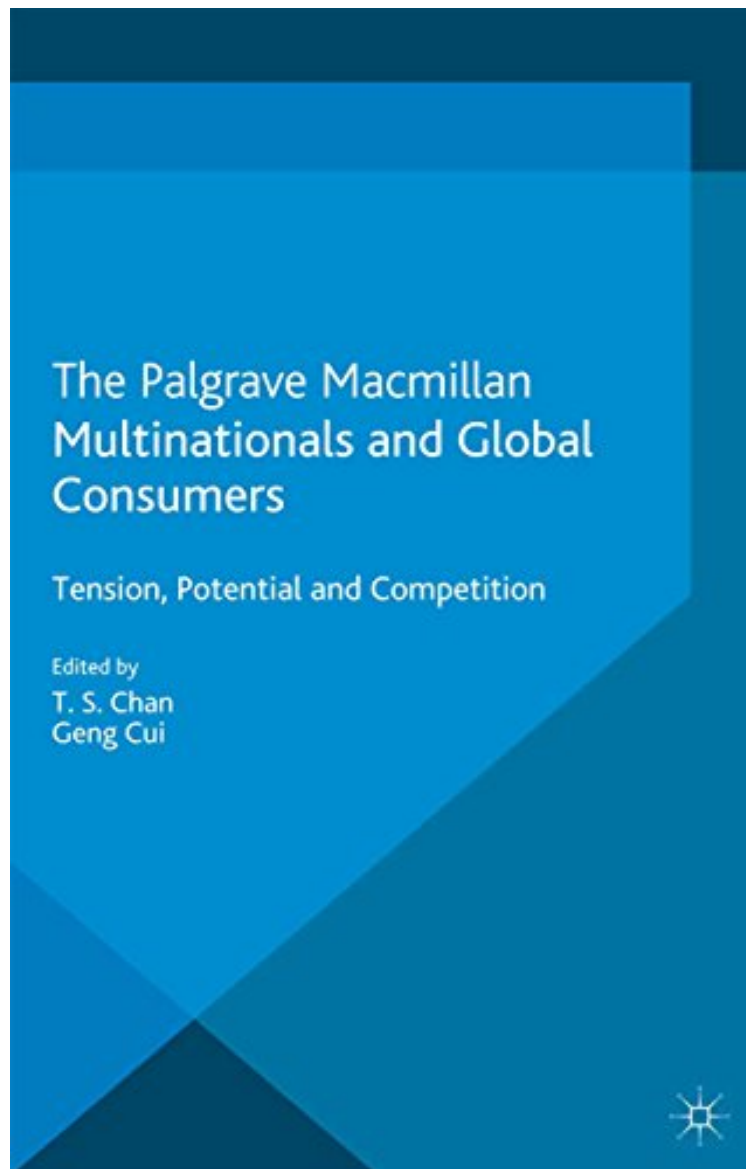


## Multinationals and Global Consumers: Tension, Potential and Competition (AIB Southeast Asia)

*From Palgrave Macmillan  
ebooks / Download PDF / \*ePub / DOC / audiobook*



DOWNLOAD



+

READ ONLINE

#4561558 in eBooks 2013-11-14 2013-11-14 File Name: B00HP4KCW0 | File size: 64.Mb

**From Palgrave Macmillan : Multinationals and Global Consumers: Tension, Potential and Competition (AIB Southeast Asia)** before purchasing it in order to gage whether or not it would be worth my time, and all praised 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 key areas of IB research.

About the Author Shige Makino T. S. Chan Geng Cui Jung-Ho Lai Sheng-Syan Chen Shao-Chi Chang Wiboon Kittilaksanawong Xudong Chen Chaoqun Duan Shengsheng Huang Somboon Saraphat Joseph Aiyeku Lianxi Zhou Bradley R. Barnes Zejian Li Yue Wang Greg Mahony Bilal Rafi Chris Sadleir Lisa C. Wan Maggie Y. Chu Ling Peng Patrick S. Poon Heidi Kreppel Dirk Holtbrumlgge