

Contents

<i>Preface</i>	<i>vi</i>
PART I INTRODUCTION AND THEORY	
1. Introduction	3
2. Theoretical approaches	18
PART II MODES OF OPERATION	
3. Franchising	51
4. Licensing	94
5. Management contracts	139
6. International subcontracting	161
7. Project operations	198
8. Exporting	237
9. Alliances	273
10. Foreign direct investment	315
PART III STRATEGIES	
11. Mode switching and stretching strategies	361
12. Mode combination strategies	393
13. Internationalization, international strategies and FOMs	415
PART IV CONCLUSION	
14. Conclusion	437
<i>Index</i>	<i>455</i>