

CONTENTS

FOREWORD	5
CHAPTER ONE	
TRANSNATIONALS IN THE LATE 20TH-CENTURY WORLD ECONOMY.....	11
1) The economic context of the transnational challenge.....	11
2) International investment and the expanding transnationals.....	15
3) The 'geography' of transnational business.....	20
4) The scale of transnationalization	22
5) The profitability of international business.....	25
CHAPTER TWO	
COMPETITIVE ADVANTAGES. TRANSNATIONALS AND THE INTERNATIONAL DIVISION OF LABOUR.....	27
1) The new division of labour.....	27
2) How corporate systems integrate and govern competition.....	29
3) The branch pattern of international businesses.....	32
4) Transnationals and raw material-based specialization	34
5) Human resources and the lure of low wages	36
6) Transnationals in research-intensive areas.....	39
CHAPTER THREE	
INTERNATIONAL BUSINESS POLICY, GOVERNMENTS AND MULTILATERAL ORGANISATIONS.....	46
1) The state and international firms: subjects or partners?.....	46
2) The parent company and the base country's government	49
3) Transnationals and the policies of the host countries	50
4) New conditions in the 1990s.....	54
5) Transnationals, regional cooperation and integration	55
6) Transnationals, multilateral regulation, and the WTO	60

CHAPTER FOUR	
INTERNATIONAL BUSINESS POLICY AND MANAGEMENT	
AMID MOUNTING GLOBAL COMPETITION.....	64
1) New tasks	64
2) Building the system: forms of corporate organization	65
3) Strategic management and strategic planning.....	67
4) Managing innovation, technical development and internationally integrated production.....	69
5) International marketing in corporate business policy.....	72
6) Human resources and transnational management.....	74
7) Risk and international financial management	77
8) Transnationals and the public interest.....	79
CHAPTER FIVE	
TRANSNATIONALS IN CENTRAL AND EASTERN EUROPE AND THE FORMER SOVIET UNION.....	82
1) A historical survey.....	83
2) Transnationals and transition to the market system.....	86
3) Flows and stocks of FDI.....	88
4) Expectations and realities.....	91
5) Macroeconomic implications.....	92
6) The role of FDI in privatization.....	92
7) Foreign trade and external-market integration	95
8) Human resources.....	95
9) Eastern European firms as capital exporters	96
CHAPTER SIX	
SUMMARY AND CONCLUSIONS.....	98
BIBLIOGRAPHY	105