



Multinationals and Development

Alan M. Rugman, Jonathan P. Doh

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This book offers a fresh perspective on the role of multinational enterprises (MNEs) in development. Alan M. Rugman and Jonathan P. Doh challenge traditional assumptions about economic development and address the controversies that surround MNEs. For example, how do foreign multinationals affect overall economic growth in emerging economies, and how does this process lead to the subsequent rise of new emerging-economy MNEs?

The authors focus on the mechanisms by which MNEs influence economic development. They evaluate the impact of MNEs on the processes and outcomes of development, as well as the influence of civil society, NGOs, and government policies on multinationals, especially in Asia. And they discuss the rise of emerging-economy MNEs from Asian economies, especially “yang” MNEs from China and Korea. Arriving at a far more nuanced understanding of MNEs today, the authors also offer observations about the role of multinationals in the future.

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