

# **THE NEW MULTINATIONALS**

**Alexis Charles**

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**Pornocracy: The New Sex Multinationals - Trailer [fr st en] - Cineuropa**

Cambridge Core - International Business - The New Multinationals - by Mauro F. Guillén.

**The New Multinationals | IE Focus**

Editorial Reviews. Review. "The new multinationals are fundamentally different from old ones because they face entrenched multinational incumbents. Mauro F.

Driven by a variety of factors, including deficiencies in domestic demand, developing-country firms are increasing their direct foreign investment in, and sales of.

The traditional American model of multinational enterprise (MNE), characterized by foreign direct investment (FDI) aimed at exploiting firm-specific capabilities.

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