

Multinational Enterprises, Innovative Strategies and Systems of Innovation (New Horizons in International Business Series) by John Cantwell, Jose Molero Zayas



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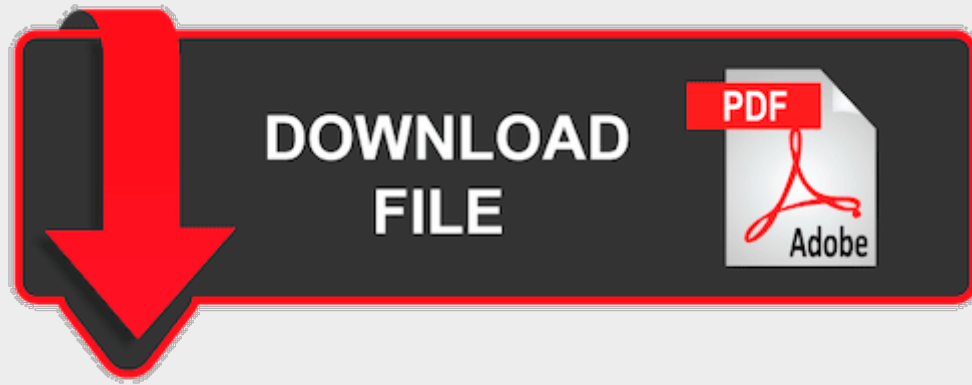
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Multinational Enterprises, Innovative Strategies and Systems of Innovation explores the extent to which multinational enterprises (MNEs) are decentralizing the creation of new technological capabilities to various different countries. The book contends that technological strategies and innovation activities undertaken by firms are a critical part of the increasing internationalization of economic activity, and that MNEs are the main actors for these changes. It goes on to explain that MNEs must now effectively manage new technological assets in order to cope with extensive changes in the nature of international competition.

Experts from a network of thirteen European countries attempt to promote a better understanding of tendencies towards a new international dynamic of technology creation and diffusion. The contributors to the book then explore the factors determining the process of decentralization and the resulting consequences for national systems of innovation.

This thorough and easily accessible analysis of new trends in the technological strategies of MNEs and their implications for national systems of innovation will be of enormous interest to those specializing in the internationalization of the economy or the economic analysis of technical change. In addition, the book will provide an excellent source of background information for policymakers when drafting new policies, and for corporate decision-making in the private sector.



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