

Japanese Multinational Companies

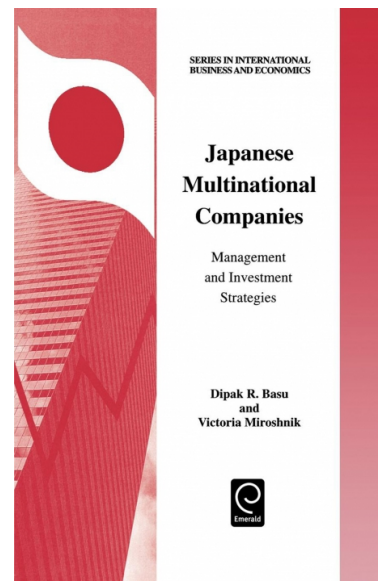
Management and Investment Strategies

Series in International Business and Economics

D.R. Basu
Victoria Miroshnik

About the Book

This book provides an in-depth analysis of the management and investment strategies of Japanese multinational companies, examining foreign investment from a Japanese perspective by studying international business practices and the behaviour of multinational companies in the global environment. Beginning with an overview of recent trends in international capital flows and the role of international mergers and acquisitions, it describes the global environment for Japanese multinational companies as it affects Japanese foreign direct investment, as well as the impact of Japanese foreign investment in the host countries. The domestic cultural environment of Japanese companies is investigated, providing a background to the understanding of the expansion of Japanese business activities throughout the world. Foreign investments in various parts of the world are examined in detail, as are their impact on the domestic economy of Japan. A comprehensive analysis of the strategic planning process in Japanese multinational companies follows, and the book concludes with an assessment of the management and leadership styles of Japanese multinational companies and how they differ from Western leadership styles. This book is a valuable source of information about recent developments in the international economy in which Japan is playing a prominent role.



Format: Hardback

Pagination: 256

Price: £81.99 \$149.99 €116.99

Publication Date:

19th Jul 2000

ISBN: 9780080436296

Enjoy 30% off this ebook with code **EME30** on ebooks.com or off the print book when placing an order via booksales@emerald.com and quoting the code **EME30**.