

## Managing Transnational Firms

### Resources, Market Entry and Strategic Alliances

Advances in International Management

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### About the Book

In this volume, Bartlett and Ghoshal examine the transnational firm, its development and future. Ending their chapter is a debate about the future of international management research involving several individual scholars including Julian Birkinshaw (London Business School), Yves Doz (INSEAD), and Eleanore Westney (MIT). Three leading scholars in the international management field, Michael Kotabe (Temple University), Alan Rugman (Indiana University) and Srilata Zaheer (University of Minnesota) provide comments on Bartlett and Ghoshal's work and on future international management research. The present volume also presents five other articles that make a contribution to the main theme of the book. Together, they cover a set of topics in international management studies including: process issues and the evolution of collaboration in the management of international strategic alliances (alliances), the antecedents and outcomes from international entry modes (market entry), examination of the localization of HRM practices in American and European multinationals (resources), and the cultural, economic and political effects on national entrepreneurial potential (resources). The work in this volume provides a diversity of theoretical and methodological approaches and represents the thinking in the field on managing transnational firms focused on resources, market entry and alliances.



Format: Hardback

Pagination: 304

Price: £97.99 \$174.99 €138.99

Publication Date:

16th Aug 2002

ISBN: 9780762308750

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