

Managing The Global Network Corporation - Bruce Mckern

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This book considers the increasing importance of changing structures, organization and management, within multinational corporations. In these organizations there is a greater emphasis on autonomy of subsidiaries, lateral communication flow and the cross-border generation and transmission of knowledge. This book considers these issues under four key themes: innovation and knowledge transfer; integrative processes and socialization; adaptation of strategy and firm evolution; and network roles, competencies and organizational forms. Contributors include John Child, Roland Calori, Christopher Bartlett and Sumantra Ghoshal. Words: christopher cross, global network, network global Author: McKern, Bruce Publisher: Routledge Illustration: N Language: ENG Title: Managing the Global Network Corporation Pages: 00000 (Encrypted PDF) On Sale: 2003-04-24 SKU-13/ISBN: 9780415297066 Category: Business & Economics : Economics - General

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