

Economics And Management Of Technological Diversification

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Recently, initial attempts have been made to understand the patterns of corporate technological diversification and their implications on economic and managerial dimensions. This book consolidates these attempts and breaks new ground, providing a systematic analysis of data and case studies in its analysis of the phenomenon of technological diversification. Subjects discussed include product diversification, economic performance, internationalization, managerial and organizational issues, and strategic alliances. The international range of contributors and case studies will appeal particularly to those interested in the EU research and policy. Publisher: Routledge Illustration: N Language: ENG Title: Economics and Management of Technological Diversification Pages: 00000 (Encrypted PDF) On Sale: 2004-04-22 SKU-13/ISBN: 9780415285704 Category: Business & Economics : Economics - General

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