



The Regional Multinationals: MNEs and 'Global' Strategic Management

Alan M. Rugman

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Although many firms label themselves "global", very few handle worldwide sales and operations. This book demonstrates that most multinationals are in fact strongly regional and that only a tiny percentage of the world's top 500 companies sells and/or delivers globally. Alan Rugman exposes the facts behind the popular myths of doing business globally, explores a variety of regional models and offers an authoritative agenda for future business strategy.

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