Globalization Of Chinese Enterprises

Globalization of Chinese Enterprises - Ilan Alon John R

Globalization of Chinese Enterprises is a timely contribution to our understanding of the strategies of these emerging multinationals, and to our comprehension of the profound changes in globalization and how to navigate this new world. The world's most recognizable multinational corporations, from Procter and Gamble to Toyota to General Electric, spent many decades building their vast global empires. This book examines the strategies of these globalization of Chinese enterprises, and discusses the meaning and importance of globalization, the role of emerging multinationals, and how to navigate this new world.