

Foreign Competition And Firm Boundary Dynamics

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Large firms develop strategies in the context of increasingly intense international competition. However, the impact of foreign competition on firm boundaries has received surprisingly little research attention to date. Florian Grne provides a systematic assessment of mounting import and FDI pressure's influence on large US and German enterprises and explains how and why firms change their product scope, geographic footprint, and value chain configuration as a result. EAN/ISBN : 9783834987365 Publisher(s): Gabler Discussed keywords: Unternehmensstrategie, Wettbewerb (Wirtschaft) Format: ePub/PDF Author(s): Grne, Florian

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