

Performance Evaluation Of Foreign Subsidiaries

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Today, Multinational Corporations (MNCs) spread their value chains across the globe and foreign subsidiaries play a crucial role in creating value within and for the MNC. While some MNCs are aware of their subsidiaries' performance, others only have a vague idea. Research findings in this area are scarce and it is still little known on how different subsidiaries should be evaluated in order to maximize their contribution to the performance of the MNC as a whole. EAN/ISBN : 9783834999221 Publisher(s): Gabler
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