



The Rise of Multinationals from Emerging Economies: Achieving a New Balance (Academy of International Business (UKI) Series)

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The 41st Annual Conference of the Academy of International Business UK and Ireland Chapter was held at The University of York in April 2014. The theme of the conference was Achieving a New Balance: The Rise of Multinationals from Emerging Economies and the Prospects for Established Multinationals. This book contains records of keynote speeches and special session on key topics, as well as selection of some of the best papers presented at the conference.

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