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Alan M. Rugman

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The Regional Multinationals

MNEs and “Global” Strategic Management

Although many firms label themselves “global,” very few can back this up with truly global sales and operations. In *The Regional Multinationals* Alan Rugman examines first-hand data from multinationals and finds that most multinationals are strongly regional, with international operations in their home regions of North America, or Asia. Only a tiny proportion of the world’s top 500 companies actually sell the same product and deliver the same services around the world. 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. *The Regional Multinationals* is the essential resource for all academics and students in International Business, Organization, and Strategic Management, as well as those with an interest in finding out how multinationals really work in practice and how future strategy must respond.

Alan M. Rugman is L. Leslie Waters Chair of International Business at the Kelley School of Business, Indiana University, where he is also Professor of International Business and Professor of Business Economics and Public Policy. His numerous publications include *International Business* (2000, 2003), *The End of Globalization* (2000), and *The Oxford Handbook of International Business* (2001).

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