

Managing The Multinational: Confronting The Global-local Dilemma

Samuel Humes

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The MNC was confronted with a works community. Managing the multinational: confronting the global-local dilemma in. 8 Aug 2015. management became complex and different from the local
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Managing the multinational: Confronting the global-local dilemma.

At the turn of the century, questions about multinational firms' strategies as regards the forces, on the one hand, of globalization and, on the other hand, of the regional and local dimensions are very much to the fore. What are the new constraints and the new theories to explain global-local multinationals' strategies at the beginning of this new era? Understanding multinationals' strategies is an essential task, but the range of strategies is not simple or homogenous; they are increasingly complex, the outcomes of different logics and different choices. Since the 1980s, new e