Managing the Multinational: Confronting the Global-Local Dilemma

Samuel Humes
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