

<<在中国的跨国企业 The Multi>>

图书基本信息

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内容概要

The Multinational Corporation in China: Controlling Interests addresses the question of how multinational corporations control and coordinate their worldwide affiliates, with a fascinating inside story on contemporary China. Focuses on dynamic management control processes by four large US multinational corporations of their China operations. Based on the author's own research, including personal interviews with senior managers, and discussions with consultants, lawyers, and government officials. Reviews internal as well as publicly available company documents, and books, newspapers and periodicals dealing with relevant industries and with China.

Enables readers to understand how multinational corporations are managed. Facilitates the development of a coherent theory of management control.

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作者简介

Before becoming an academic, Stephen Rudman spent 20 years in business, as Vice President of a publicly-quoted manufacturer, general counsel for the motor carrier subsidiary of a major US railroad, international tax attorney for a major multinational bank

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