

The Challenge of BRIC Multinationals

Progress in International Business Research

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About the Book

This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs and, in particular, in their relationship with home country policies:

1. The theoretical challenge: do we need different or more specific theories of EMNEs to assess the phenomenon of BRIC multinationals?
2. The empirical challenge: what marks the changing position of BRIC countries in the world economy?
3. The managerial challenge: with the coming of age of a new breed of multinationals, what distinguishes BRIC multinationals from other (emerging market) multinationals?
4. The policy making challenge: what impact have MNEs from BRIC countries had on their domestic economy?



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