

Multinational Enterprises and Terrorism

International Business and Management

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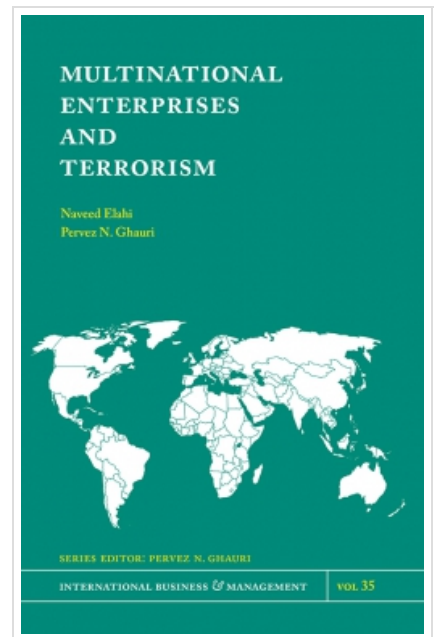
Pervez N. Ghauri

About the Book

Direct and indirect impacts of terrorism pose serious operational and management challenges to Multinational Enterprises (MNEs) especially in Emerging Markets (EM). Emerging markets are popular destinations for MNEs because the developed markets are saturated.

Using real scenarios from seasoned managers and security managers of large MNEs, this volume explores the impacts of terrorism on them and offers strategies and solutions that can provide greater security to MNEs operating in areas afflicted with terrorism.

This volume would be beneficial for managers, security managers, scholars and students.



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