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Detailed Contents

PART I: Introduction to MNCs

PART II: International Business Environment


PART III: Strategy, Structure and Systems in MNCs


Organizational Structure of MNCs-Defining Organizational Structure-Vertical Differentiation-Arguments for Centralization, Arguments for Decentralization, Horizontal Differentiation-International Division, Worldwide Area Structure, Strategic Business Unit, Product Division Structure, Matrix Structure, Network Structure.

Control and Coordination in MNCs-Definition of Control and Implications-Establishing Control Systems-How much Control-Balance between HQ and Subsidiary-Degree of Centralization and Amount of Autonomy-Types of Control
PART IV: Managing Business Functions in MNCs


PART V: Ethics and Social Responsibility in MNCs


PART VI: Emerging Issues in MNCs


PART VII: Indian MNCs

Strategic Issues for Indian MNCs - Evolution of Indian Companies - Moving up the Value Curve, Overcoming Liabilities of Indianness - Developing New Competencies - Building the Future - Role of Government.