

International Business

Chapter Five

Globalization and Society

Multinational Enterprises

- Definition of MNE: a company with a worldwide approach to markets and production or one with operations in more than one country.
- Like animals in the zoo, multinationals come in various shapes and sizes, perform distinctive functions, behave differently, and make their individual impacts on environment.
- What MNEs Offer
- Why FDI? Rationale, economic and non-economic
- The GOOD and the BAD of the MNEs

What MNEs Offer

