



International Business Geography: Case Studies of Corporate Firms (Routledge Studies in International Business and the World Economy)

Piet Pellenburg, Egbert Wever

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Written by eminent scholars who are well known within their fields across Europe, this book explores changes in the international economic environment, their impacts on the strategy of firms and the spatial consequences of these changes in strategy.

The economic environment in which major companies operate is subject to rapid and important changes. Such changes have their impact on the strategy of major and even smaller companies and changes in these firm's strategies often have important implications for the location choice of their activities, be it production, outsourcing, R&D or administrative activities.

Addressing these issues in a clear yet rigorous manner, this book is an excellent resource for students and researchers working and studying in the areas of international business, corporations, business strategy, economic geography and business geography.

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