



Corporate Strategies in the Age of Regional Integration

New Horizons in International Business series

Edited by Jong-Kil Kim, Professor of Economics, Inha University, Korea and Pierre-Bruno Ruffini, Professor of Economics, University of Le Havre, France

This book presents various empirical analyses of cross border strategies adopted by global firms with a particular emphasis on the European and East Asian experiences. It also provides studies of the trends and prospects of regional economic integration, focusing mainly on East Asia. The book addresses the topic of economic integration from both a corporate perspective and a policy perspective.



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