

Download Multinational Enterprises In Latin America Since The 1990s

Multinational Enterprises in Latin America since the 1990s [P. Toral] on Amazon.com. *FREE* shipping on qualifying offers. This volume provides an original analysis of the role of foreign firms in the structural reforms implemented by the Latin American governments since the 1980s with a focus on the making of the Spanish multinational enterprise. Pablo Toral provides us with important context and background for these remarkable developments in Multinational Enterprises in Latin America since the 1990s. He writes that the expansion of Spanish firms was a result of their “market knowledge” and the distinct competitive advantage they brought to their ventures in Latin America. This volume provides an original analysis of the role of foreign firms in the structural reforms implemented by the Latin American governments since the 1980s with a focus on the making of the Spanish multinational enterprise. In his book *Multinational Enterprises in Latin America since the 1990s*, Pablo Toral proposes a useful analytical framework to understand and explain the internationalization process that the most important Spanish enterprises have undergone at an international level. Based on a collection of empirical data and scrupulous professional research, the author structures an innovative theoretical model that explains the manner in which “firms develop advantages, how advantages change over time ...