



Le multinazionali (Farsi un'idea) (Italian Edition)

Andrea Goldstein, Lucia Piscitello

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Dalla Compagnia delle Indie a Microsoft sono da sempre protagoniste dell'economia mondiale. Spesso di grandissime dimensioni, talvolta di formato tascabile, con una lunga storia nei paesi industrializzati, ma oggi in crescita anche nelle economie emergenti, le multinazionali sono osannate o contestate, in realtà poco conosciute. Il volume ci spiega perché le imprese scelgono di investire all'estero e con quali effetti sulle economie dei paesi ospiti e su quelle dei paesi d'origine; analizza poi il ruolo dei governi nella valorizzazione delle ricadute positive o nel contrasto delle possibili derive. Si sofferma infine sul caso italiano e sulle ragioni del suo modesto grado di internazionalizzazione produttiva.

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