

Ethnocentric Polycentric Geocentric Regioncentric.pdf

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http://www.katedramsg.uni.lodz.pl/wgrane_pliki/transnational-corporations-strategies-of-expansion-poz.-41.pdf

choice of certain type of international orientation: ethnocentric, polycentric, regioncentric or geocentric. In the ethnocentric approach, home ...

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<http://www.univie.ac.at/IM/de/silbermayr/Block1neu.pdf>

Fortsetzung A) §Streben nach Vermehrung des Stakeholder-Nutzens, insbesondere des Shareholder Values §Steuerliche Optimierung durch Ergebnis-Verlagerung

THE ROLE OF TRANSNATIONAL CORPORATIONS IN THE GLOBAL MARKET ...

<http://www.lib.tpu.ru/fulltext/c/2013/C20/101.pdf>

... Ethnocentric. Companies of this ... Polycentric. Companies of this type are characterized by the fact that the foreign market is more ... Regioncentric.

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http://college.cengage.com/business/kreitner/foundations_sas/1e/assets/students/study_guides/study_guide_04.doc

geocentric attitude ... An ethnocentric CEO from France would insist that French be spoken in all the firm ... a. polycentric. b. regioncentric. c. geocentric. d ...

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<http://www.cit.edu.tw/110/20100814062555.pdf>

Ethnocentric ?????? 1 ... ??????? Polycentric ?????? ?????????????? ??????? Regioncentric Geocentric

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