

## Table of Contents / Inhaltsverzeichnis:

Vorwort der Herausgeber .....	V
Preface / Vorwort .....	VI
Table of Contents / Inhaltsverzeichnis .....	VII
Roadmap .....	VIII
<b>Part A: Corporate Internationalisation .....</b>	<b>1</b>
1. Basic Data on International Economics and Business .....	1
2. Theories of Corporate Internationalisation .....	11
3. Environment of Multinational Enterprises .....	23
4. International Environment and Managerial Decisions .....	35
<b>Part B: International Business Environment .....</b>	<b>43</b>
5. Economic Development and Business Implications .....	43
6. Developing Economies and Management Perspective .....	55
7. Emerging Economies and Management Perspective .....	69
8. Advanced Economies and Management Perspective .....	81
<b>Part C: International Corporate Policy .....</b>	<b>87</b>
9. Marketing Decisions .....	87
10. Operations Management .....	97
11. Financial Decisions .....	105
12. Risk Management .....	115
Subject Index / Terminology List (English – German) .....	127
Inhaltsverzeichnis / Glossar (Deutsch – Englisch) .....	131