

Contents

<i>Preface</i>	vii
<i>Acknowledgements</i>	x
PART I INTRODUCTION AND OVERVIEW	
1 <i>The Future of the Multinational Enterprise</i> in historical perspective <i>Mark Casson</i>	3
2 <i>Internalization theory: An unfinished agenda</i> <i>Mark Casson, Lynda Porter and Nigel Wadeson</i>	37
PART II MARKETING AND BRANDS	
3 <i>Marketing and the multinational: Extending internalization theory</i> <i>Peter Buckley and Mark Casson</i>	77
4 <i>Imitation, brand protection and the globalization of British business</i> <i>Teresa da Silva Lopes and Mark Casson</i>	112
PART III SUPPLY CHAIN COORDINATION	
5 <i>Economic analysis of international supply chains: An internalization perspective</i> <i>Mark Casson</i>	139
6 <i>The economic theory of international business: A supply chain perspective</i> <i>Mark Casson and Nigel Wadeson</i>	150
7 <i>The economic theory of international supply chains: A systems view</i> <i>Mark Casson and Nigel Wadeson</i>	175

**PART IV METHODOLOGY AND THE THEORY OF
THE FIRM**

- 8 Coase and international business: Rethinking the connection 209
Mark Casson
- 9 The economic theory of the firm as a foundation for
international business theory 230
Mark Casson
- 10 Alan Rugman's methodology 258
Mark Casson

PART V RISK MANAGEMENT

- 11 Foreign direct investment in high-risk environments: A
theoretical perspective 283
Mark Casson and Teresa da Silva Lopes
- 12 Foreign direct investment in high-risk environments: An
historical perspective 308
Mark Casson and Teresa da Silva Lopes
- Index* 345