

Contents

<i>List of figures, tables and boxes</i>	vii
<i>List of contributors</i>	ix
<i>List of abbreviations</i>	xi
<i>Preface</i>	xiv
Introduction	1
<i>Ionara Costa, Wilfred Dolfsma and Geert Duysters</i>	
1 Multinationals are multicultural units: some indications from a cross-cultural study	6
<i>Nantawan Noi Kwanjai and J. Friso den Hertog</i>	
2 The innovativeness of foreign firms in China	23
<i>Branka Urem, Ludovico Alcorta and Tongliang An</i>	
3 New Europe's promise for life sciences	41
<i>Sergey Filippov and Kálmán Kalotay</i>	
4 Facing the trial of internationalizing clinical research to developing countries: evidence from Mexico	58
<i>Fernando Santiago-Rodríguez</i>	
Intermezzo I. Do multinationals matter for emerging markets, or vice versa?	75
<i>Rajneesh Narula</i>	
5 Strategic motivations for international alliances: the Chinese perspective	78
<i>Tina Saebi and Qinqin Dong</i>	
6 Cross-border investment and economic integration: the case of Guangdong Province and Hong Kong SAR	92
<i>Naubahar Sharif and Can Huang</i>	

7	The ‘making of’ national giants: the international expansion of oil companies from Brazil and China <i>Flavia Carvalho and Andrea Goldstein</i>	111
8	Beyond the emission market: Kyoto and the internationalization of firms from the waste industry <i>Asel Doranova, Geert-Jan Eenhoorn and Ionara Costa</i>	127
	Intermezzo II. Emerging knowledge economies <i>Jojo Jacob and Luc Soete</i>	144
9	Changing configuration of alternative energy systems <i>Radhika Perrot</i>	149
10	Serving low-income markets: rethinking multinational corporations’ strategies <i>Shuan SadreGhazi and Geert Duysters</i>	166
	<i>Index</i>	183