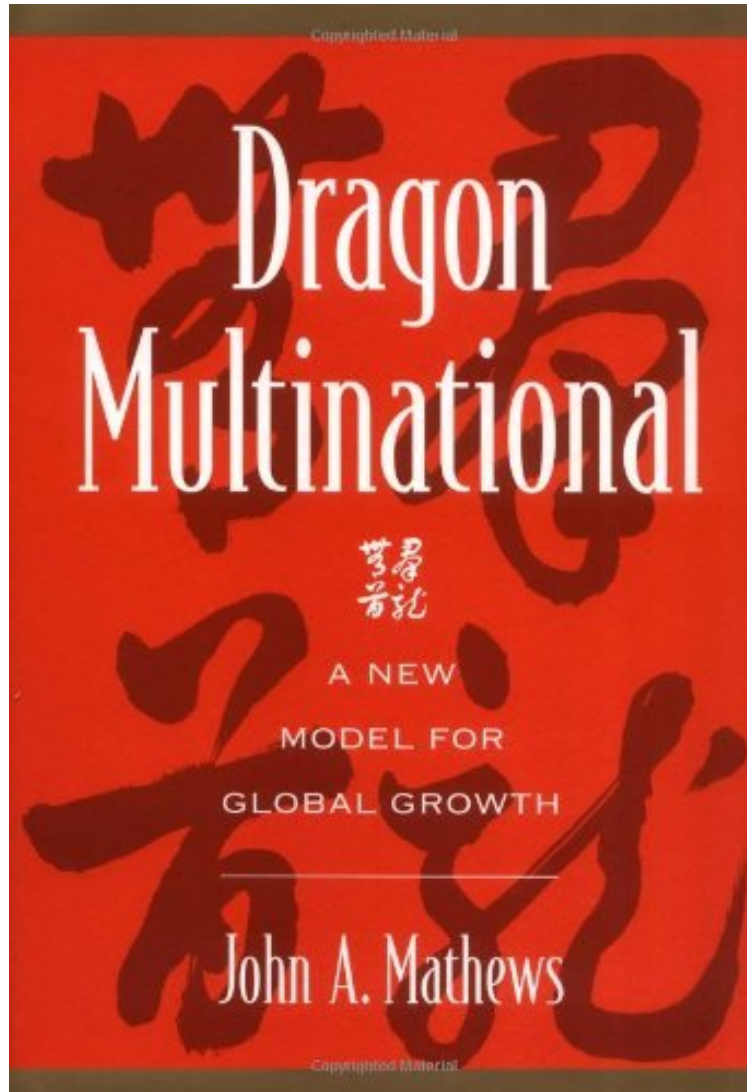


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Dragon Multinational: A New Model for Global Growth

John A. Mathews

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John A. Mathews : Dragon Multinational: A New Model for Global Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Dragon Multinational: A New Model for Global Growth:

0 of 0 people found the following review helpful. The future of Multi National EnterprisesBy Lola SMathews has been my teacher during my term in Rome's LUISS Guido Carli and all I have to say is: he is brilliant. The book is a concise review on how MNE's work and how latecomers can use different strategies to catch up with newcomers in any industry on a global economy. A must read for any business consultant, strategist or student. It is short, precise and uses a lot of real examples to validate the theory.

The conventional view of globalization sees it as a process driven by giant firms from the Triad regions of North

America, Europe, and Japan, shaping the world in their own image. This book contests such a view, describing the extraordinary success of a handful of multinationals from the "Periphery" in globalizing their operations extremely rapidly. Focusing on Acer, the Taiwanese IT company; the Hong Leong hotel group of Singapore; Ispat International in steel; Cemex of Mexico in cement; and Li and Fung from Hong Kong in contract manufacturing, Mathews demonstrates that these firms have been able to utilize strategies of international linkage and leverage to accelerate their global coverage. He contends that they are pioneers of a new kind of global firm, indicators that the global business civilization being created in the 21st century is like to be pluralistic and diverse, offering unprecedented opportunities for firms that know how to enmesh themselves in global networks.

"This book is clearly a masterpiece on transnational corporations (TNCs) from developing economies and will remain so for many years to come. I will not hesitate even for a second to recommend this lucid and easy-to-read book at all students and practitioners of international business, strategic management, global political economy and development studies."--Henry Wai-chung Yeung, Department of Geography, National University of Singapore, Transitional Corporations, May 2, 2002
About the Author John A. Matthews is at Maquarie University.