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Multinationals in Latin America (International Business Series)

Robert Grosse

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Multinational enterprises are particularly strong in Latin America and sensitive to political and economic changes there - the currently emerging debt crisis is likely to have far-ranging effects.

This book considers multinationals in Latin America, both those from inside and those from outside the region, and discusses the major issues relating to them, e.g. trans-national regulation and the government/business relationships. It sets the discussions against the background of other work and theories of multinational enterprise. Novel features include the development of the author's bargaining theory of multinational enterprise and the attempt to create a systematic method for evaluating MNE acceptability for host governments (an important consideration since the relationship between multinationals and governments, particularly the way a government perceives a multinational, is crucial). The book concludes by assessing current trends and likely future developments.

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