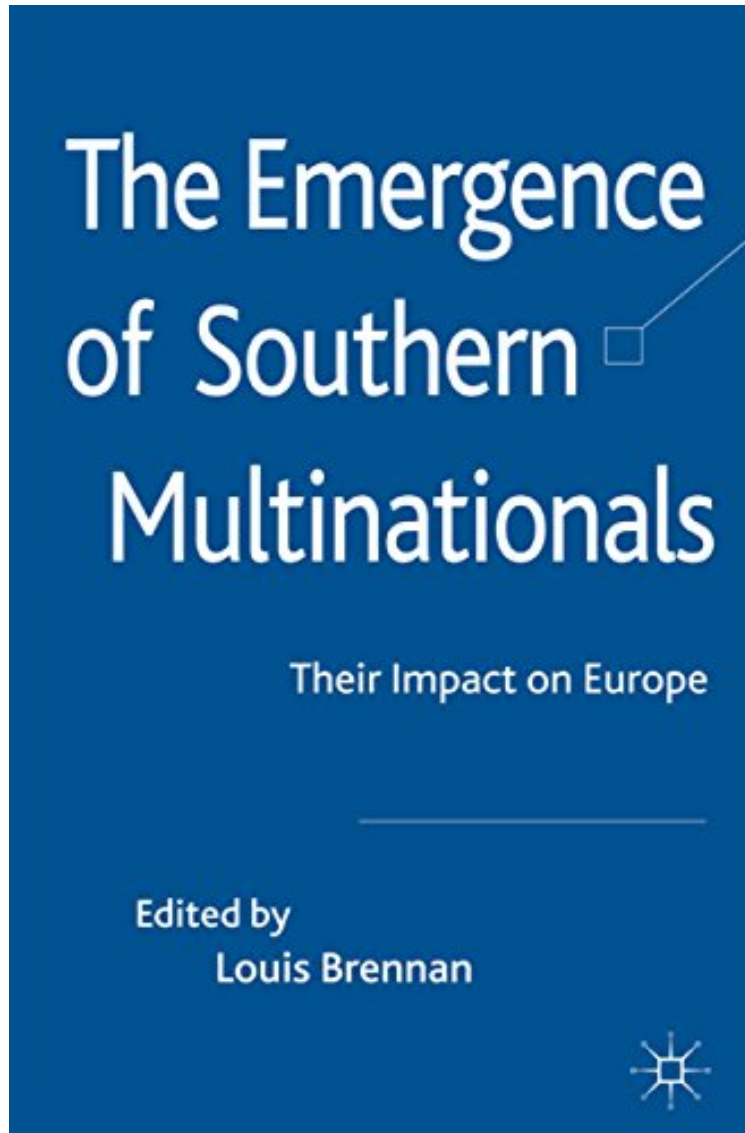


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The Emergence of Southern Multinationals: Their Impact on Europe

Dr Louis Brennan

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In today's globalised world there is a need to investigate new trends in the global economy which impact on Europe. The emergence of these southern multinationals in Europe is one such phenomenon. This book explores the existing trends and trajectories of these companies, the evidence of their impact and their strategies and processes.

About the Author DR. LOUIS BRENNAN Associate Professor in the School of Business at Trinity College Dublin, Ireland, and a Research Associate of the Institute for International Integration Studies at Trinity College. He is also the co-founder and Director of the Global Business Systems Centre at Trinity College. Louis has lived and worked in America, Asia and Europe. He was the proposer of and currently serves as chair of EU COST Action IS0905 on the emergence of southern multinationals and their impact on Europe.