



# Foreign Direct Investment:A Global Perspective

*By Hwy-Chang Moon*

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Foreign Direct Investment (FDI) studies have evolved as one of the mainstreams in business strategy. This book presents a comprehensive perspective on the motivations behind the studies, the effects of FDI, and how it can be utilized and extended to other areas of studies. Written with a global perspective, this book not only touches upon business strategies but also covers government policies toward promoting and attracting FDI for industrial and economic development. The author, with his vast experience in consulting and research projects for multinational companies, international organizations and governments, examines real world business practices of Eastern firms and how they relate to their Western counterparts, thus making this book a valuable and practical reference not only for students, but for practitioners, too.

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From the Inside Flap

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