



regional and geopolitical perspectives, and its corporate communication and crisis management. Within the framework of the trade conflicts between China and the US, controversies over economic sanctions, intellectual-property disputes, and espionage and cyber security concerns, this groundbreaking work makes an important contribution to both academic literature and the ongoing public discourse on Huawei. Volume I is available here: <https://www.palgrave.com/gp/book/9783030475635>

This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs and, in particular, in their relationship with home country policies.

Global service-based firms are often 'born global,' and these organizations have developed integrated global strategies based on industry relationships, in order to thrive in new environments. Focusing on these global strategies, this textbook explores the workings of modern service businesses, presenting theoretical management concepts alongside illustrative examples. Original case studies from a range of global sectors, including Starbucks and Facebook, as well as broader studies, such as healthcare in Japan, provide practical insights into the art of thriving as a global business. Written by a leading expert in the field, this multidisciplinary text is a vital read for all scholars and students wishing to view strategic relationships from the focal point of service industries.

Global Value Chains and Production Networks: Case Studies of Siemens and Huawei presents theories and frameworks that facilitate the evolution of GPN studies, from macro perspectives based on territory and industry to the use of micro (firm-level) data. The book explores these theories and frameworks through detailed case studies of two major corporations, Siemens and Huawei. With the GPN/GVC structure of Chinese firms not well known outside China, despite the growing importance of Chinese firms in the global economy, this guide plays a pivotal role in facilitating the use of data that promise to unlock economic cooperation and value. Emphasizes micro-data analytical models and their methodological underpinnings Illustrates how these data illuminate the economic structures of two comparable GPNs within highly divergent institutional contexts Suggests how companies can cooperate with foreign partners to enhance their global management capacity and reshape their advantages in international competition

Reveals how Huawei has developed the ability to continually transform as a company by developing dynamic capabilities and change-supporting values.

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