



# Innovations in International Business

*Peter J. Buckley*

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## **Innovations in International Business** Peter J. Buckley

A leading international business theorist and writer for more than 30 years Peter Buckley focuses in this volume on the development and modelling of the multinational enterprise (MNE) and its role in knowledge creation and dissemination as well as cultural distance in international business, particularly with respect to Asian business.

The first part of the book provides a theoretical background to the evolution of the MNE that has taken place over the last half century seen through the internalization lens. The second section of the book re-examines several facets of important issues surrounding the role of the MNE as creator, developer and disseminator of knowledge and the centrality of 'intangible assets' as the key source of profitability.

A must read for all academics and students of the MNE.

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