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Chapter 2 Understanding the International Context ...

23 In a transnational industry, MNEs are expected to a collaborate with their competitors to increase the prices of their products b build the capability to learn from the many environments in which they operate c acquire their competitors to increase their pool of resources d decentralize decisions to better respond to local demands

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multinational models in that those typically separated strategic and management decisions (done globally) from subsidiaries (which operated more or less independently, serving local markets) Globally integrated businesses tend to operate as a network, while transnational maintain a structure that retains a “corporate” center