



# The Competitive Advantage of Regions and Nations

*Boris Ricken, George Malcotsis*

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The importance of technology transfer for the competitive advantage of companies and the economic success of nations cannot be overstated. Technology is a determining element for firms and nations to increase productivity, to compete, and to prosper. In "The Competitive Advantage of Regions and Nations", the authors stress that companies, investment promotion agencies, and government bodies cannot simply sit and wait until new technologies arrive in their domain. Rather, they need to manage the identification, assessment, attraction, absorption and application of new technologies. In this comprehensive book, Boris Ricken and George Malcotsis explain how technology transfer in Foreign Direct Investment (FDI) projects can be systematically managed. Using some 40 case studies as illustration, they give step-by-step guidance for managers. The explanation of theory in this book, together with the frameworks and cases delivering solutions to the various challenges of technology transfer will be highly appreciated by managers of companies, investment promotion agencies, and government bodies alike. It also offers students confronted with the topic an understandable study guide.

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The Competitive Advantage of Regions and Nations can be one of your beginner books that are good idea. Most of us recommend that straight away because this publication has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to put every word into pleasure arrangement in writing The Competitive Advantage of Regions and Nations however doesn't forget the main level, giving the reader the hottest and also based confirm resource facts that maybe you can be certainly one of it. This great information could drawn you into new stage of crucial contemplating.

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