



# **Foreign Direct Investment and Strategic Alliances in Europe (Monograph Published Simultaneously As the Journal of Euromarketing, 1)**

*Hong Liu*

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## **Foreign Direct Investment and Strategic Alliances in Europe (Monograph Published Simultaneously As the Journal of Euromarketing, 1) Hong Liu**

Advance your business interests in the ever-changing European market! Foreign direct investment (FDI) and strategic alliances are among the most popular modes of international market entry and expansion in major markets by multinationals. This informative book uses case examples, a wide-ranging survey, and the expertise of authorities in the field to shed light on the when, why, and how of investing and forming alliances in the volatile environment of the European market. Providing both theoretical background and fascinating case studies, *Foreign Direct Investment and Strategic Alliances in Europe* begins with an examination of the relationship between contextual and strategic factors and foreign market entry strategies. Then it illustrates its meaning with a real-world application of that information, in this case examining the way Israeli manufacturers developed their entry strategies in the European Union. This insightful book also:

- analyzes the market entry, development, and expansion of the Coca-Cola company in Russia
  - discusses strategic problems, barriers to expansion, and first- versus late-mover advantages in Russia's transition economy
  - looks at the relationship between United States software firms and European companies
  - provides guidelines for choosing what form a strategic alliance should take
  - presents a survey of 114 international strategic alliances between firms in the United Kingdom and their European, American, and Japanese partners
- Strategic alliances and foreign direct investment are expected to continue to flourish in Europe. By integrating FDI issues with those of strategic alliances, this well-referenced book will provide you with insights into both areas as well as up-close perspectives on specific segments of the European market.

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