

## **Fuji Xerox 1400**

*The processes of the Americanisation of Europe and the moves of American firms abroad have been already well studied. But the very expansion of American firms in Europe still*

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*lacked a comprehensive survey. This book gathered two dozens of academics on an actual European level, which paves the way to comparisons, synthetised by leading business historian M. Wilkins. The breakthroughs achieved here concern the topics*

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*of timetable and rhythms of American FDIs in Europe, the patterns followed in each country, along with the specificities of each industry or service sector, and the strategy adopted by big firms. Beyond the facts, the immaterial aspects of this*

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*business history are scrutinised, especially about the perception of American firms by Europeans: firms' corporate image and identity were at stake. The Europeanisation of American firms is a key issue, about industrial relations, management.*

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*commercial policies. brand image, connections and embeddedness. The positions of public authorities and of (industrialists and trade unions') lobbies in front of such an American offensive are also gauged. Graphs and tables of*

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*figures provide numerous data. And a few chapters are accompanied by an overview of ads published by American affiliates in newsmagazines. to fuel analysis of their perception by consumers. Singapore's leading tech*

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*magazine gives its readers the power to decide with its informative articles and in-depth reviews.*

*Japan Electronics Almanac  
Directory of Japanese Affiliated  
Companies  
Directory of Foreign Capital*

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*Affiliated Enterprises in Japan  
PC Magazine  
Index of Patents Issued from the  
United States Patent and  
Trademark Office  
PCMag.com is a leading  
authority on technology,*



*delivering Labs-based,  
independent reviews of the  
latest products and services.  
Our expert industry analysis  
and practical solutions help  
you make better buying  
decisions and get more from*

*technology.*

*This book offers an in-depth analysis of the roles and strategies of subsidiaries of American multinational companies (MNCs) in Taiwan's IT industry. Based*

*on semi-structured interviews with 16 managing directors of the different foreign-owned subsidiaries and 100 functional unit managers, the authors investigate (1) the roles of*

*functional units in  
evaluating strategy  
formulation and change in  
foreign subsidiaries; (2) the  
factors that determine  
strategy formulation and  
change in foreign*

*subsidiaries and their functional units; and (3) the linkages between cross-functional units. The research underscores the view that MNCs' strategies are composed of assorted*

*heterogeneous elements.  
Strategy, Identity,  
Perception and Performance  
(1880-1980)  
The Oriental Economist  
National Business Bulletin  
Journal of Applied*

*Photographic Engineering  
Recycling of Polyethylene  
Terephthalate*

Exclusive interviews with key Xerox managers enhance an account of the rise, decline, and resurgence of Xerox and its success in regaining

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a sizable share of a Japanese-dominated market

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and



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projects.

Moody's Industrial News Reports

JJAP Letters

International Trade and  
Competition

PC Mag

Xerox

***This directory offers you all the necessary information on nearly 5,200 Japanese-affiliated companies. A CD-ROM of the "Directory is also included.***

***Described as "Who owns***

***whom, the family tree of every major corporation in America," the directory is indexed by name (parent and subsidiary), geographic location, Standard Industrial Classification (SIC) Code, and corporate***

***responsibility.***

***Cases and Notes in Strategy  
and Management***

***LexisNexis Corporate***

***Affiliations***

***Official Gazette of the United  
States Patent and Trademark***

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***Office  
US Firms' Business  
Competence in the Taiwanese  
IT Industry  
Directory of Corporate  
Affiliations***

Vols. for include data based on

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surveys conducted by the Japanese Ministry of International Trade and Industry.

For more than 40 years, Computerworld has been the leading source of technology

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news and information for IT influencers worldwide.

Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub

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of the world's largest global IT  
media network.

Footprint Borneo

US and Canada 2001

The Value Line Investment  
Survey



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## Japan Company Handbook

*A central source of information regarding macro- and micro- financial issues and trade relations that affect Commonwealth nations. Includes case studies of successful projects with transferable solutions, articles on key*

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*issues and in-depth analyses from economic experts within the financial community.*

*Polyethylene terephthalate (PET) is the most recycled plastic in the world. This book covers all from the world market of PET to the many technologies and*

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*processes developed for separation, decontamination, recycling and manufacturing into food-grade and non-food-grade products of PET. Also, regulations, testing methods and analytical procedures according to the current regulatory framework are*

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*presented.*

*The Independent Guide to IBM-*

*standard Personal Computing*

*Philippines' Best 1000 Corporations*

*Consumers Index to Product*

*Evaluations & Information Sources*

*Management for technology innovation*

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*Manager in the International Economy*