Loosely defined as the relocation of business processes from one country to another, offshoring is currently one of the most hotly debated aspects of globalization. As part of the global disaggregation of the value chain, it provides a critical template against which to view the intertwined issues of geography and the multinational firm. This disaggregation is the outcome of firms combining the comparative advantages of geographic locations with their own resources and competencies to maximize their competitive advantage. (McCann and Mudambi, 2005). The interplay of comparative advantage and competitive advantage determines both the boundaries of the firm (outsourcing decisions) as well as the optimal location of value chain components (offshoring decisions). The importance of this analysis transcends the strategy of international business, for it is a key aspect of unraveling one of the most critical questions in modern social science – why are some nations rich while others are poor?

One of the most important insights to emerge from Pyndt and Pedersen’s (2006) new book is the crucial link between knowledge and value creation in the Danish context. This ‘smile of value creation’ echoes findings in the US, where ‘taking out costs’ is the main reason to offshore (Lewin and Furlong, 2005). Thus, poor countries that host low knowledge, low value-added offshore operations need to think of these as stepping stones to operations with higher knowledge intensity and wealth generation (see Figure 1). Ensign’s perceptive review draws out the essence of each case study and relates it to international business theory.
References


The choice of location for the production plants of multinational firms is an important issue, not least because this decision is accompanied by so many fears brought into public debate. This book analyzes how foreign direct investors choose their locations, while exploring the forces which shape international economic geography. Although these two issues are, to some extent, inter-related, researchers have only recently acknowledged the similarity of economic geography and international business approaches to the empirical assessment of likely causes of the degree of spatial concentration. Economic geography is the subfield of human geography which studies economic activity. It can also be considered a subfield or method in economics. Economic geography takes a variety of approaches to many different topics, including the location of industries, economies of agglomeration (also known as "linkages"), transportation, international trade, development, real estate, gentrification, ethnic economies, gendered economies, core-periphery theory, the economics of urban form, the relationship
As firms are pushed to be more competitive, they develop outsourcing and relocation strategies, displacing some production activities to new emplacements. These changes have important impacts in some regions and are modifying the economic geography of Europe. This paper aims to present the impact that outsourcing and relocation strategies have across European regions and industries as well as to determine some of the characteristics of the more affected regions most affected. Keywords: European economic geography, outsourcing, firm's relocation. JEL Classification: R11, O52, L24. Suggeste Start by marking “Multinational Firms' Location and the New Economic Geography” as Want to Read: Want to Read saving… Want to Read. Currently Reading. Read. Multinational Firms' L by Jean-Louis Mucchielli. Â The choice of location for the production plants of multinational firms is an important issue, not least because this decision is accompanied by so many fears brought into public debate. This book analyses how foreign direct investors choose their locations, whilst exploring the forces which shape international economic geography. Although these two issues are, to some The choice of location for the production plants of multinational firms is an important issue, not least because this decision is accompanied by so many fears brought into public debate, and the Multinational Firm p7. The Imperative of Global Environmental Scanning p10. 2 AIB Insights Vol. 11, No. 1. The Evolving Nature of the. Multinational Corporation. Globalization has Given birth to the rise of the multinational corporation (MNC). Debates over the merits of globalization often entail an analysis of international companies. Of economic, social and technological) and the rent-yielding potential of value-adding activities. In the second article in the issue, “Corporate Governance and the Multinational Firm,” Manzur Rahman of the University of San Diego examines the management of MNCs. Rahman takes a critical view of the Anglo-American model of governance