



The Economics and Management of Technological Diversification (Routledge Studies in the Modern World Economy)

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Recently, attempts have been made to understand the patterns of corporate technological diversification and their implications in economic and managerial dimensions. This book consolidates these attempts and breaks new ground by examining the patterns of technological diversification, and their relationship with internationalisation, economic performance, and inter-company alliances.

Following an introduction and a survey of product and technological diversification, the book begins with a statistical analysis of technological diversification, and its links with internationalisation and alliances. It continues with a range of industry and company case studies, and an assessment of historical evidence. The book provides a systematic analysis of data, case studies, and other relevant material to understand this phenomenon. Contributors bring to bear significant experience with large data sets at the firm level on technological diversification and other strategic dimensions on which it has an impact.

This book will be essential reading for students and researchers in the fields of economics, International Business, Business Strategy and Technology Management.

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