

Preface

Nowadays, it is essential for a multitude of companies to engage in foreign markets. However, the successful management of internationalization processes constantly poses new challenges. By publishing the book series "mir-Edition", the editors attempt to provide academic guidance on the manifold and complex requirements of international business activities. The book series' purpose hence is twofold. Firstly, the "mir-Edition" is to provide empirical assessment and theoretical elaboration on the phenomena which can be observed in international management practice. Secondly, the findings obtained are to be made available in the form of systematized knowledge, explanations, thought-provoking impulses as well as recommendations for further courses of action.

For the past 50 years, the international journal "mir – Management International Review", which is read in more than 40 countries, has seen itself committed to promoting an understanding of international management as an applied academic discipline. As of now, the journal only publishes articles in English. The wider range of the existing book series ought to give authors and readers the opportunity to deal with the various problems of international management in a comprehensive and thorough manner. The editorial board of the "mir-Edition" was extended in 2008 through the addition of renowned experts from the domain of international management. Yet, the established editors' policy for the "mir-Edition" of presenting innovative work to a critical audience, which support the scientific advancement, has remained unchanged.

Besides the academic contributions of young scholars, the editors also welcome the relevant works of practitioners, who possess a profound knowledge in the area of international management. Furthermore, edited volumes, collecting for instance presentations held at conferences in the field of international management, are invited for publication. The editors explicitly welcome books both in the English and the German language.

The selection process stipulates that the editors jointly decide on the publication of any book manuscript submitted for the series. As editors of this well established and renowned book series, we are looking forward to receiving your manuscripts and we hope to further stimulate the academic discussion and to provide applied solutions for the challenges in the area of international management.

Johann Engelhard, Michael Kutschker,
Klaus Macharzina, Michael-Jörg Oesterle,
Stefan Schmid, Martin K. Welge,
Joachim Wolf

Intraorganisationale Netzwerke multinationaler
Unternehmen

Eine empirische Untersuchung aus der Perspektive von
in Deutschland ansässigen Auslandsgesellschaften
Rosenberg, T.

2014, XXI, 256 S. 13 Abb., Softcover

ISBN: 978-3-658-05173-0