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The Location Decision of the Multinational Enterprise: A Survey

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Abstract

In the international business literature location has traditionally been analyzed using Dunning's (1977) OLI framework, which focuses on the perspective of the multinational enterprise. However, another strand of literature has focused on the perspective of the host location. In this chapter the current state of the literature with respect to these two perspectives is discussed. An attempt is made to assess the interactions of the two perspectives with a view to developing a complete picture of the location of multinational activity.

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