

RESEARCH IN
GLOBAL STRATEGIC
MANAGEMENT

MULTINATIONAL LOCATION STRATEGY

Series Editor: ALAN M. RUCMAN
*Templeton (College
University of Oxford*

Volume Editor: JEAN-LOUIS MUCCHIELLI
University of Paris 1

Pantheon-Sorbonne

VOLUME 6 •• 1998



INC.

C

Greenwich, Connecticut

London, England

CONTENTS

LIST OF CONTRIBUTORS	•	vii
ACKNOWLEDGMENTS		ix
MULTINATIONAL FIRM LOCATION STRATEGY: NEW DIRECTIONS IN INTERNATIONAL TRADE AND INTERNATIONAL BUSINESS		
<i>jean-Louis Mucchielli</i>	<	xi

PART I. ECONOMICS

REGIONALISM, INTERNATIONAL TRADE, AND MULTINATIONAL FIRM LOCATION		
<i>Wilfred J. Ethier</i>		1
THE DETERMINANTS OF JAPANESE FOREIGN DIRECT INVESTMENT FLOWS TO THE EUROPEAN COMMUNITY, 1963-1990		
<i>Jeremy Clegg and Susan Scott-Green</i>		29

PART II. LOCATION

INDUSTRY AGGLOMERATION AND THE LOCATION OF FOREIGN AFFILIATES		
<i>Keith Head, John Ries, and Karen Ruckman</i>		53
AGGLOMERATION EFFECTS, STATE POLICIES, AND COMPETITION IN THE LOCATION OF JAPANESE FDI IN EUROPE		
<i>Thierry Mayer and Jean-Louis Mucchielli</i>	•	87
PATTERNS AND DETERMINANTS OF LOCATION DECISIONS BY FRENCH MULTINATIONALS IN EUROPEAN REGIONS		
<i>Christine Ferrer</i>		117

PART III. MANAGEMENT

COMPARATIVE AND COMPETITIVE ADVANTAGES:
 THE PERFORMANCE OF THE EU
 IN A GLOBAL CONTEXT

*Leo Sleuwaegen, Reinhilde Veugelers,
 and Hideki Yamawaki*

141

THE FIVE PARTNERS/FLAGSHIP MODEL
 AND THE SCOTTISH ELECTRONICS CLUSTER

Alan M. Rugman

• 165

PART IV. POLICY

THE MULTINATIONAL FIRM VERSUS THE HOST
 COUNTRY: A BARGAINING POWER APPROACH

Emmanuel Combe and Jean-Louis Mucchielli

185

INWARD INVESTMENT ATTRACTION
 AND DEVELOPMENT: LESSONS FROM
 THE SCOTTISH CASE

Neil Hood

211

INDEX

• 233