

# Quest for Survival and Growth

A Comparative Study of American, European, and  
Japanese Multinationals

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# Contents

List of Tables .....	IX
List of Figures .....	XI
Preface .....	XII
<i>Chapter I</i>	
Introduction .....	1
<i>Chapter II</i>	
Relationships Between Multinationals and Host Countries and Causes of Conflict .....	13
<i>Chapter III</i>	
The Impact of Management Orientations, Strategies, and Policies on Multinational-Host-Country Relationships .....	42
<i>Chapter IV</i>	
Peanut Philanthropy: Contributions of the Multinationals to the Host Countries' Economies .....	64
<i>Chapter V</i>	
Controlling the Multinationals: Who Should Do It? .....	85
<i>Chapter VI</i>	
Summary and Implications .....	102
<i>Appendix A</i>	
Some Additional Tables .....	118
<i>Appendix B</i>	
Operationalization of Variables .....	129
<i>Appendix C</i>	
Interview Guide .....	133
Bibliography .....	149
Index .....	157