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By Maxine Garvey, Shirley Gordon

University of the West Indies Press, Jamaica, 2015. Paperback.
Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.Caribbean firms cope with international competition both in their small domestic economies and as they extend their operations outside their home countries. This volume explores their struggles and successes in fifteen case studies developed from interviews with Caribbean firms at key decision points in their internationalizing processes. The cases ask the reader to offer direction; to evaluate choices made or to opine on paths not taken. The cases feature over thirty countries in the Americas, Europe and the Caribbean. These appear as markets, domiciles or hosts of subsidiaries of the internationalizing Caribbean firm. For example, one of the Barbadian cases describes a food caterer operating in ten countries in South, Central and North America. The cases cover multiple industries including cement manufacturing, supermarkets, shipping, remittances, banking, tourism, rum production, shrimp harvesting, food manufacturing and airline catering, and reflect the conversations with practising managers, who raised such questions as, How does one define the Caribbean manager? How do we exploit our diaspora markets? How can small firms scale up? Where should we locate headquarters? What...



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