

Cross-Border Investing: The Case of Central and Eastern Europe

Julia Djarova

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Julia Djarova : Cross-Border Investing: The Case of Central and Eastern Europe before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cross-Border Investing: The Case of Central and Eastern Europe:

Cross-Border Investing: The Case of Central and Eastern Europe offers a view that reflects two main hypotheses: - You cannot understand foreign direct investment (FDI) trends and developments unless you understand the company's motives to invest, - You cannot understand a company's cross-border investment decision-making unless you understand what the investment area offers. This is the reason why this text builds up a relationship between the world

of companies' decision-makers and that of the policy makers in the public sector. It does so by linking the business processes to the factors that together constitute the location profile of a country or a region. Based on more than 15 years of practical experience as well as research in the field of FDI, Dr Julia Djarova offers a Cross-Border Investment Model to describe the logic behind the decision-making process concerning foreign investments made by companies. The model is illustrated by a number of case studies of multinationals.