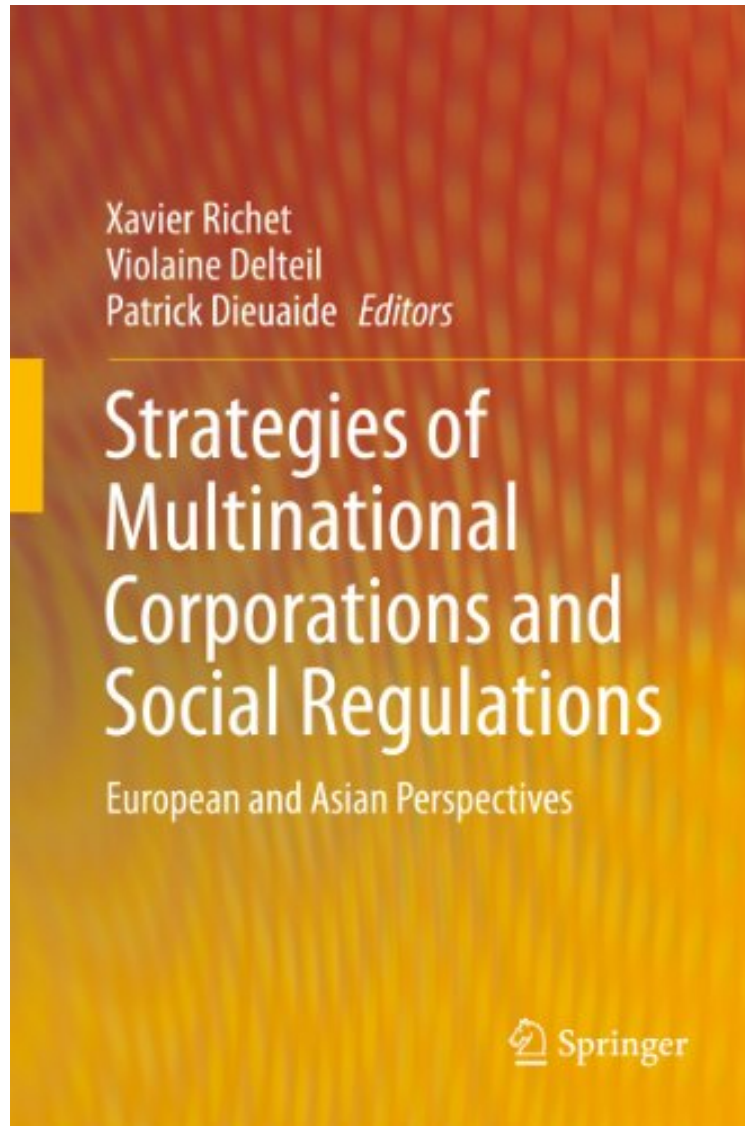


# Strategies of Multinational Corporations and Social Regulations: European and Asian Perspectives

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Foreign Direct Investment (FDI) in Europe and Asia, as well as its influence on the renewal of public policies and regulations, both transnational and local. It discusses the link between the trans-nationalization of productive and business systems and the renewal of local regulations in the light of concerns over competitiveness and attractiveness, as well as new social tensions. Multinational corporations (MNCs) as key actors of globalization are central for understanding the new interactions between the global, regional and local dimensions as well as for highlighting the challenges of regulation both at transnational level and within national boundaries. Research approaches along two broad lines are presented: First, a theoretical and empirical approach that examines links between the strategies of multinationals and local public policy in order to contribute to a better understanding of the institutional dynamics of social regulation. Second, a comparative approach that compares regional spaces, with particular attention to Europe on the one hand, and to the two great emerging powers, China and India, on the other.

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