



**Ford and the Global Strategies of Multinationals:
The North American Auto Industry (Routledge
Studies in International Business and the World
Economy)**

Isabel Studer-Noguez

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Today, the Multinational Enterprise (MNE) is seen as a leading agent in the process of globalization. As they adopt global strategies, MNE's are seen to be creating stronger, deeper and more lasting links amongst countries, thus shifting the balance of power inexorably in their favour, to the detriment of the state. This book interrogates this idea by undertaking a historical analysis of the global strategies of Ford.

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