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Guill n and Garca Canal argue that the lessons learned from their astute examination of the distinctive competencies, strategies, and internationalization patterns of Spain's newly born multinationals apply to the new MNEs at large and provide evidence and examples thereof throughout the book.

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The Rise of the New Multinationals - OpenMind

Professors Guill n and Garc a-Canal investigate the proliferation of the new multinationals. Many of these firms were marginal competitors until recently and are now challenging the world's most accomplished and established multinationals.