

Bibliografía sobre Dirección Internacional de la Empresa

El Canon: Libros Clásicos sobre la Empresa Multinacional

- Christopher Bartlett y Sumantra Ghoshal, *Managing Across Borders*. Boston: Harvard Business School Press, 1989.
- Buckley, Peter, and Mark Casson. 1976. *The Theory of the Multinational Corporation*. London: MacMillan.
- Cantwell, John. 1989. *Technological Innovation and the Multinational Corporation*. Oxford: Basil Blackwell.
- Caves, Richard E. 1996. *Multinational Enterprise and Economic Analysis*. New York: Cambridge University Press.
- Dunning, John H. 1993. *Multinational Enterprises and the Global Economy*. Reading, Mass.: Addison-Wesley.
- Evans, Peter 1979. *Dependent Development*. Princeton, New Jersey: Princeton University Press.
- Ghoshal, Sumantra, and Eleanor Westney, eds., *Organization Theory and the Multinational Corporation*. Segunda Edición. New York: St. Martin's Press, 2005.
- Gilpin, Robert 1987. *The Political Economy of International Relations*. Princeton, New Jersey: Princeton University Press.
- Jean-François Hennart, *A Theory of Multinational Enterprise*. Ann Arbor, MI: University of Michigan Press, 1982.
- Hymer, Stephen. [1960] 1976. *The International Operations of National Firms: A Study of Direct Foreign Investment*. Cambridge, MA: The MIT Press.
- Kindleberger, Charles. 1969. *American Business Abroad*, MA: MIT Press.
- Knickerbocker, Frederick. 1973. *Oligopolistic Reaction and Multinational Enterprise*. Boston: Division of Research, Harvard Business School.
- Prahalad, C.K., and Yves L. Doz. 1987. *The Multinational Mission: Balancing Local Demands and Global Vision*. New York: Free Press.
- Stopford, John M., and Louis T. Wells, Jr. 1972. *Managing the Multinational Enterprise: Organization of the Firm and Ownership of the Subsidiaries*. New York, Basic Books.
- Vernon, Raymond. 1971. *Sovereignty at Bay: The Multinational Spread of U.S. Enterprises*. New York: Basic Books.
- Wells, Louis T., Jr. 1983. *Third World Multinationals: The Rise of Foreign Investment from Developing Countries*. Cambridge, Mass.: The MIT Press.

Revisiones de la Bibliografía sobre la Empresa Multinacional

- Steve Werner, “Recent Developments in International Management Research: A Review of 20 Top Management Journals.” *Journal of Management* 28(3) (2002):277-305.
- Mike Peng, “The Resource-Based View and International Business.” *Journal of Management* 27(2001):803-829.
- Mauro F. Guillén, “International Business.” In Neil J. Smelser and Paul B. Baltes, eds., *International Encyclopedia of the Social & Behavioral Sciences*. Oxford: Pergamon, 2001, pp. 7768-7771.
- John H. Dunning, “Perspectives on International Business Research: A Professional Autobiography. Fifty Years Researching and Teaching International Business.” *Journal of International Business Studies* 33(4) (2002):817-835.

Temas específicos:

- Teoría de la empresa multinacional y de la inversión directa.
- Organización de la empresa multinacional.
- Modos de entrada.
- Alianzas estratégicas internacionales.
- Dirección a través de fronteras.
- Estrategia y globalización.
- Regulación de las inversiones directas.
- Aspectos políticos de las empresas multinacionales.
- Transferencia de conocimiento, innovación y tecnología.
- Empresa Mmultinacional y tecnologías de la información.
- Marketing internacional.
- Tesorería y finanzas corporativas internacionales.
- Gestión de recursos humanos en la empresa multinacional.
- Responsabilidad social corporativa de la empresa multinacional.

Recursos Humanos

(1) James N. Baron and David M. Kreps, *Strategic Human Resources: Frameworks for General Managers*. New York: John Wiley & Sons, 1999. This book offers a comprehensive set of theoretical perspectives on human resource management. The authors provide a highly readable integrated way of thinking analytically about a broad range of HR issues. These frameworks often provide significantly greater insight into HR topics than conventional "best practices" approaches.

(2) Edward Lazear, *Personnel Economics for Managers*. New York: Wiley, 1998. Lazear is an innovative labor economist who has creatively used rigorous economic analyses to illuminate HR topics. His book, along with Baron/Kreps, provides an interesting and rigorous way of framing many HR issues. His approach often provides useful but nonintuitive ways of understanding alternative approaches to a problem.

(3) Robert S. Kaplan and David P. Norton, *The Balanced Scorecard*. Boston: Harvard Business School Press, 1996. This book outlines the steps necessary to think through the measurements that will drive the execution of strategy. Although not specifically oriented

toward HR, the logic for deriving relevant HR measures is similar, and provides a new way for thinking about HR metrics.

(4) Jeffrey Pfeffer, *The Human Equation: Building Profits by Putting People First*. Boston, MA: Harvard Business School Press, 1998. A thoughtful and persuasive argument for the power of "people-centered" work systems. Pfeffer identifies a set of interrelated HR practices that he believes are key to sustained success. He summarizes evidence concerning the bottom-line effects of "people-centered" management practices, notes some common reasons that organizations fail to utilize these practices, and suggests what steps managers must take to create and sustain a "people-centered" approach to HRM. This is becoming a classic book in the HR world.

(5) Frederick Reichheld (with Thomas Teal), *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Boston: Harvard Business School Press, 1996. Reichheld is a consultant for Bain who has discovered the importance of employee loyalty and human resources management. The book is rich with insights into how economic value is created in business through employee and customer loyalty. Reichheld also discusses the analyses necessary to make sound economic decisions with regard to these issues.