



REVISTA CUATRIMESTRAL | FOUR-MONTHLY JOURNAL | REVISTA CUATRIMESTRAL

Vol. 4 Num. 3

SEPTIEMBRE-DICIEMBRE 2010

ISSN: 1988-7116

<http://gcg.universia.net>



International Business Research and Latin America

Álvaro Cuervo-Cazurra & Leonardo Liberman

International Value Creation: An Alternative Model for Latin American Multinationals

Jase R. Ramsey, Flavia de Magalhães Alvim, Jorge Héctor Forteza & José Francisco Figueiredo Micheloni Junior

International Strategy, Cultural Distance and Management Policies in Brazilian Multinational Companies

Patricia Morilha Muritiba, Sérgio Nunes Muritiba, Lindolfo Galvão de Albuquerque, Natacha Bertoia & John Lawrence French

New Zealand Agri-Business Investment in South America: A Global Value Chain Perspective

Christina Stringer & Gloria Ge

Does Internationalization Pay off? A Study of the Perceived Benefits and Financial Performance of the International Operations of Brazilian Companies

Erika Penido Barcellos, Álvaro Bruno Cyrino, Moacir de Miranda Oliveira Júnior & Maria Tereza Leme Fleury

Relational Competence, Customer Trust and Relationship Effectiveness in an Offshore Service Provider: The Case of IBM Brazil

Felipe Zambaldi, Andre Mascarenhas, Roberto Carlos Bernardes & Manoel Garcia Neto

Determinants of Foreign Direct Investment in Latin America

Mohamed Amal, Bruno Thiago Tomio & Henrique Raboch