



## METADATA

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### Abstract

The book aims to analyze the internationalization policies of firms and their forms of entry into foreign markets, in an environment of intense interdependence and increasing competition. In this context, it aspires to ensure the student a comprehensive picture of firms' global expansion, incentives, and conditions for success in individual national markets. It also covers contemporary issues of global investment trends

such as Cross-border M&A, Global Value Chains, the objectives of investment policies for sustainable growth, increasing forms of non-capital-intensive internationalization in developing economies, strategic and technological alliances, etc. In addition, emphasis is placed on the Greek reality concerning relevant research and case studies, so that the student can further understand the practical value of the subject.

