



Success Strategies and Knowledge Transfer in Cross-Border (ECONOMICS OF SCIENCE, TECHNOLOGY AND INNOVATION Volume 19)

Roger Svensson

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Success Strategies and Knowledge Transfer in Cross-Border Consulting Operations analyzes the international operations of consulting firms. Apart from developing a theoretical framework which differs from traditional theories about international trade, the main issues analyzed in this book are: 1) Success determinants when tendering for international consulting contracts; 2) The choice between exports, acquisition of a local firm or establishing a greenfield office when entering foreign markets; 3) The extent and nature of knowledge transfer to emerging markets; 4) The role of development agencies in international consulting projects; 5) The trend towards, and consequences of, more management services included in international projects; 6) The effects on competition when state-owned consulting firms are allowed to operate in the international market. The empirical analysis of these issues is based on a unique database of individual tender documents which Swedish consulting firms have submitted abroad.

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