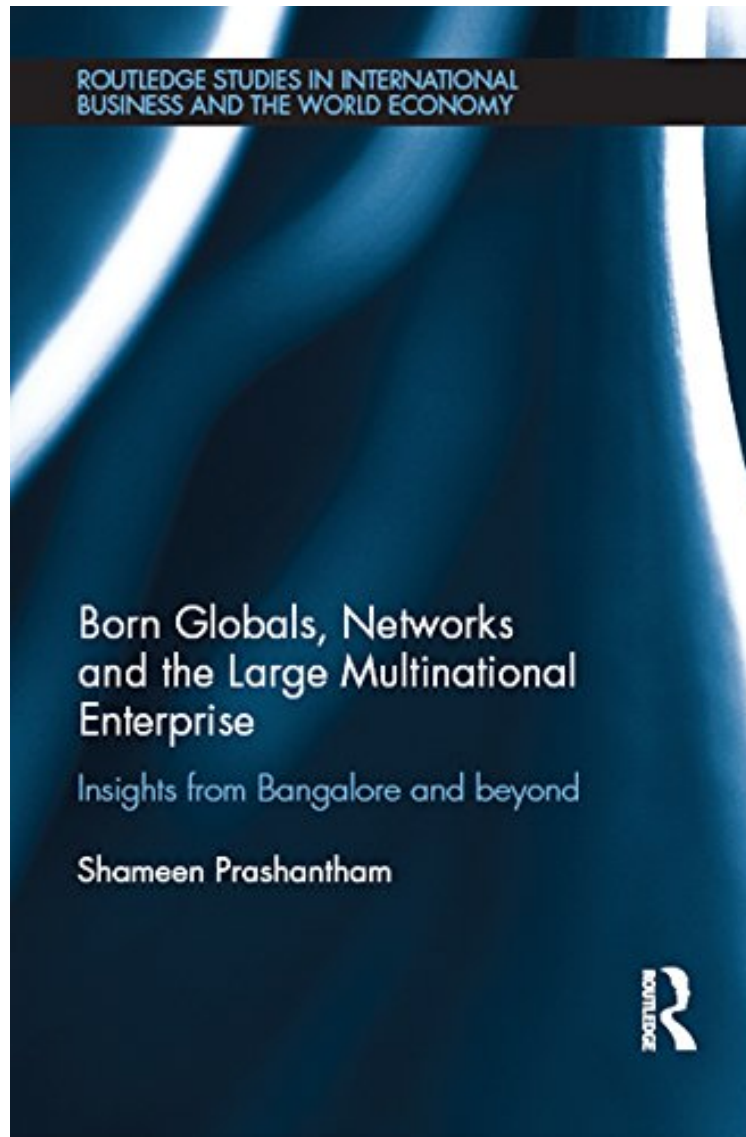


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## **Born Globals, Networks, and the Large Multinational Enterprise: Insights from Bangalore and Beyond (Routledge Studies in International Business and the World Economy)**

*Shameen Prashantham*

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**Shameen Prashantham : Born Globals, Networks, and the Large Multinational Enterprise: Insights from Bangalore and Beyond (Routledge Studies in International Business and the World Economy)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Born Globals, Networks, and the Large Multinational Enterprise: Insights from Bangalore and Beyond (Routledge Studies in International Business and the

World Economy):

Focusing on international entrepreneurship, this research book explores the accelerated internationalization of young firms. Known variously as international new ventures (INVs) or "born globals," such firms have come to be viewed as legitimate actors on the global stage alongside large multinational enterprises (MNEs). However, the current approach taken by scholars—studying large MNEs and born globals separately—is questionable. This book explores the crucial MNE/INV interface—a fascinating, yet under-researched relationship in international entrepreneurship. Drawing upon a decade of case-based research, the author argues that the MNE influence on born globals must be considered more carefully and suggests how new ventures can leverage MNE networks in the pursuit of their rapid internationalization. Furthermore, it demonstrates that, as firms enhance their levels of innovation, new pathways emerge via multinational corporation networks, a phenomenon vividly demonstrated in the emerging economy context of the Bangalore software industry. This innovative research text will be of interest to academics, researchers, and advanced students with an interest in international entrepreneurship and business, strategy, innovation, and new ventures.

'Prashantham's monograph is a must read for all international new venture (INV) scholars as his rich analysis and interesting case examples expand INV scholarly thinking to examine the interface of INVs with multinational enterprises (MNE) and is certain to stimulate research on the MNE-INV engagement. Likewise, IB scholars will find the network opportunities with INVs fascinating and vital in today's global world.' - Patricia P. McDougall-Covin, William L. Professor of Entrepreneurship, Kelley School of Business, Indiana University, USA 'A highly stimulating, thought-provoking and timely volume by a leading scholar in the field, this research-based volume focuses upon the dynamic interactions between MNEs and international new ventures through business network relationships. It synthesizes existing innovative research and highlights new important and exciting research opportunities at the interface between global strategy and strategic entrepreneurship.' - Stephen Young, Emeritus Professor, University of Glasgow, UK 'This timely book explores the real and potential synergies that exist for both international new ventures and MNEs in the context of business networks. Although international entrepreneurship researchers have long known that piggy-backing on an MNE can help slingshot an international new venture into foreign markets, Prashantham discusses the relationship more deeply. Importantly, he also reminds us of the benefits to the MNE. As such, this volume will be of interest to researchers in both international entrepreneurship and international business.' - Nicole Coviello, Professor, Wilfrid Laurier University, Canada 'Professor Shameen Prashantham has written an innovative and very informative book on born global firms, networks and MNEs. The book provides excellent background on international entrepreneurship and highlights the critical role that large multinational enterprises play in the emergence and development of young venture firms in international business. It is an excellent resource for scholars with a research focus in international entrepreneurship and international business.' - Gary Knight, Professor, Willamette University, USA 'Prashantham synthesizes over a decade of field research in Bangalore, supplemented by case-studies in settings spanning Beijing, Cambridge and Scotland to consider how new ventures "dance with gorillas"—that is, engage with large multinationals—as a pathway to international markets; this is a novel and promising line of inquiry. I commend this distinctive contribution from an emergent international business scholar to researchers with an interest in born globals and international new ventures, as well as those studying entrepreneurship in global firms.' - Julian Birkinshaw, Professor, London Business School, UK About the Author Shameen Prashantham is Associate Professor in International Business and Strategy at China Europe International Business School. His research interests include new venture internationalization, in particular how this is influenced by large multinational enterprises' networks, and strategy-making. He co-edited *The Routledge Companion to International Entrepreneurship*.