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Corporate entrepreneurship involves new business creation within established companies, the strategic renewal of existing business, and, ultimately, the search for sustainable competitive advantage in an increasingly globalised economy. Yet it remains elusive for many firms. In a collaboration between a practitioner and academic, Joe J. Amberg and Sara L. McGaughey explore corporate entrepreneuring within a large conglomerate multinational enterprise: Siemens AG. In early 2009, following a prolonged period of business stagnation and a huge bribery scandal, Siemens' top management identified a severe lack of entrepreneurship as a critical issue. The strengthening of 'local entrepreneurship' became a new priority in the strategic planning for 2010 to 2014. By examining three contrasting ventures in the Siemens business unit Fire Safety between 2008 and 2012, the authors identify key drivers and impediments that sustain inertia in corporate entrepreneuring within this global organisation. This study offers an insightful contribution to our growing – yet still fledgling – understanding of corporate entrepreneurship in global corporations, highlighting the importance of context, interdependencies between critical factors, and the false promise of universal best practice.

The growth and impact of the multinational enterprise (MNE) in the post war period is one of the most important phenomena of our time. This volume, originally published in 1981 provides a comprehensive and detailed review of both the theoretical and policy issues at a time when the subject had reached a watershed, after the controversies of the 1970s. The book provides a balanced discussion of major themes such as the development of modern theories of international production; the impact of the MNE on the nation-state and the structure of the international market; the response of governments and the appropriate framework for policy measures; and the historical context and likely future of the MNE.

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