

The Competitive Advantage of Regions and Nations

Technology Transfer Through Foreign Direct Investment

Boris Ricken and George Malcotsis

'Drs Ricken and Malcotsis address the importance for developing countries to adopt public policies that focus on growth with knowledge, through the attraction of new FDI, involving technology transfer. This is now and will remain in the near future, vital for the development of regions.

The book will certainly become a reference for investment promotion agencies and nations as well, to generate best practices in the modern procedures of technology transfer and FDI'

– Esteban G. Rosas M.Sc., Deputy Minister of Economic Development, State of Durango, Mexico

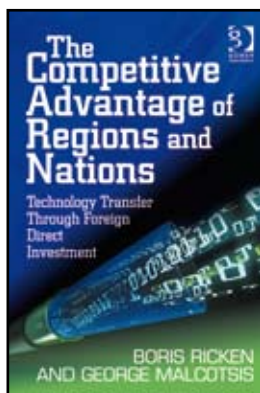
'... a unique trail-blazer in its genre. The Competitive Advantage of Regions and Nations by two erudite authors gives valuable insight into the practical dimensions of the subject and is further enriched by careful theoretical analysis. This book is an invaluable compendium for scholars and practitioners of investment promotion and economic development.'

– Adesoji Adesugba, Chairman of the Industrial Arbitration Panel of Nigeria, B.Sc. LL.B, BL, MBA, M.Sc. (Investment Promotion and Economic Development), FNIMN, FChMC

The importance of technology transfer for the competitive advantage of companies and the economic success of nations cannot be overstated. Technology is a determining element for firms and nations to increase productivity, to compete, and to prosper. In *The Competitive Advantage of Regions and Nations*, the authors stress that companies, investment promotion agencies, and government bodies cannot simply sit and wait until new technologies arrive in their domain. Rather, they need to manage the identification, assessment, attraction, absorption and application of new technologies.

In this comprehensive book, Boris Ricken and George Malcotsis explain how technology transfer in Foreign Direct Investment (FDI) projects can be systematically managed. Using some 40 case studies as illustration, they give step-by-step guidance for managers.

The explanation of theory in this book, together with the frameworks and cases delivering solutions to the various challenges of technology transfer will be highly appreciated by managers of companies, investment promotion agencies, and government bodies alike. It also offers students confronted with the topic an understandable study guide.



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Contents:

Preface; Introduction; **Part I Theoretical Foundations:** Understanding technology; The importance of technology; Theories of technology transfer; Foreign direct investment; FDI and technology transfer. **PART II PRACTICAL PROCESS:** An overview on the practical process of technology transfer; Developing a technology strategy; Gathering information on technologies; Technology assessment; Technology attraction; Technology absorption; Technology application; Performance measurement; Integrated case-studies; Summary and conclusions; References; Index.

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