

The best analytical literature defined a multinational corporation according to three criteria: that they are complex organizations internally, that they are functionally specific and that they operate, intentionally, across state frontiers.
The corporation of the new century is the best example of contemporary transnational organization. According De Chiara, the online business pulls down geographical and temporal ties imposing modifications to the strategies and organizational models of the multinational corporations. The other authors explain the how and why of largest public program to support the expansion of japanese corporations and, finally, the director of IMD Program on Corporate Management describes the reasons why transnational companies need to re-organize themselves and learn the diplomatic etiquette.

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