

Banks as Multinationals (Comparative and International Business : Modern Histories)



This international, comparative study looks at the origins and business strategies of multinational banks. A distinguished team of bankers and academics from the United States, Japan, Europe and Australia survey the evolution of multinational banks over time and suggest a conceptual framework in which this development can be understood. In-depth analyses of the multinational banking strategies of selected countries and institutions lead from the early 19th-century on to present-day developments and are extrapolated into future trends in investment banking. The approach is interdisciplinary, with economists and business historians joining together to confront theory with facts. The international team of contributors includes Professor Mira Wilkins, a former President of the Business History Conference of the United States, and Professor Mark Casson, author of major studies in the economic theory of multinationals.

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