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PROBLEMS OF INTERNATIONAL INVESTMENT IN RISKY PROJECTS

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As many years ago successful international companies continue to be interested in growth prospects. But modern era of information innovations and economic globalization dictates the new modes of thinking, new modes of running business, new proposals and new unexpected projects. As an example, there is a huge gamble of the world's car companies, which are betting on the surge in sales of super-luxury vehicles.

Marketing is influenced by financial decisions in many ways. Among these two to be mention. One is the area of transfer pricing. The second is that the approval of projects, which seem crucial from a marketing standpoint, may be denied because overall corporate financial objectives do not support the project.

Most multinationals have a systematic procedure to receive, evaluate and approve projects requiring capital expenditures. And despite gloom and over-capacity in much of the car market, and devastation wrong on the wealth of many potential customers by the bursting of the stock-market bubble, manufacturers are convinced there are plots of gold to be made of the pinnacle of the market. By the way, there is a remarkable acceleration of innovation in the hitherto sedate market for super-luxury.

Traditionally, change has come at the glacial pace, and sales were tiny: barely one hundred of 1% of total global car sales. But we must keep in minds, that the underlying force behind finance decision is defined in terms such as desired return on investment, desired profit growth, hurdle rate, etc.

Overall, the multination corporation views itself as a whole and develops and implements an unified strategy. Following the traditional model of strategic management, a strategy developed for an organization should reflect organizational goals, which in turn reflects organizational mission. So, the question is whether the exclusive distribution is the only way to keep a stake on the market for global companies or a new wise strategic pace towards future development of companies.

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