

Table of Contents

Preface.....	5
Table of Contents	7
The Internationalization of Medieval Family Business.	
The Case of Tucher	9
<i>Dirk Holtbrügge & Sue Claire Berning</i>	
The Internationalization Strategy of Adidas.....	19
<i>Dirk Holtbrügge & Tassilo Schuster</i>	
Export-based Internationalization Strategies.	
The Case of Uvex	39
<i>Dirk Holtbrügge</i>	
The Internationalization Strategy of NürnbergMesse.	
Advantages of a Late Follower	49
<i>Dirk Holtbrügge & Franziska Engelhard</i>	
Customer-driven Internationalization Strategies in Emerging Markets.	
The Case of Schaeffler.....	61
<i>Dirk Holtbrügge</i>	
Successful Internationalization in Turbulent Environments.	
The Case of Knauf in Russia	77
<i>Dirk Holtbrügge</i>	
Internationalization and Corporate Restructuring.	
The Case of Pfeiderer	91
<i>Dirk Holtbrügge</i>	
Developing Human Resources for International Activities.	
The Case of Leoni	103
<i>Christina Kempf & Dirk Holtbrügge</i>	

Restructuring and Organizational Change at Siemens.	
A Case Study	115
<i>Dirk Holtbrügge, Tassilo Schuster & Alexandra Wilbs</i>	
The Internationalization of GfK.	
From University Spin-off to Multinational Corporation	135
<i>Dirk Holtbrügge</i>	
The Acquisition of Waldrich Coburg by Beijing No. 1 Machine Tool Plant.	
A Case Study of Successful Acculturation	149
<i>Dirk Holtbrügge</i>	
Internationalization of Professional Service Firms.	
The Case of Rödl & Partner	159
<i>Tassilo Schuster & Dirk Holtbrügge</i>	
Internationalization of Professional Football Clubs.	
The Case of 1. FC Nürnberg	173
<i>Michael Höfling, Dirk Holtbrügge & Daniel Maderer</i>	
Challenges of Foreign Inpatriates in the Nürnberg Metropolitan Region.	
The Case of Vinay Kumar and his Family	187
<i>Sindhu Nair, Dirk Holtbrügge & Judith Ambrosius</i>	
Can International Defense Companies Act Socially Responsible?	
The Case of Diehl	203
<i>Dirk Holtbrügge & Marcus Conrad</i>	
Corporate Social Responsibility in Globally-operating Family Firms.	
The Case of Faber-Castell	217
<i>Dirk Holtbrügge</i>	
Regional Economic (De-)Integration.	
Brexit and its Consequences for Firms in the Nürnberg Metropolitan Region	237
<i>Tassilo Schuster & Dirk Holtbrügge</i>	
Contributors	263