

ICE

MINISTERIO DE INDUSTRIA, TURISMO Y COMERCIO

INFORMACIÓN COMERCIAL ESPAÑOLA

Secretaría de Estado de Turismo y Comercio

NEW PRODUCTS, NEW MARKETS AND NEW FORMS OF INTERNATIONALIZATION

Foreword. ICEX in the history of Spanish foreign trade

Apolonio Ruiz Ligero

Introduction

José A. Alonso Rodríguez and Luis Martí Esplugas

Productive fragmentation, multi-location and internationalization

José A. Alonso Rodríguez

Export markets in Spain: present and future

Vicente Donoso Donoso and Víctor Martín Barroso

Organizational fundamentals underlying the internationalization and competitiveness of Spanish enterprise: dynamics over the last two years

César Camisón Zornoza

Service internationalization and its determinants in Spain

Luis Rubalcaba Bermejo and Andrés Maroto Sánchez

| | | |
|-----|--|-----|
| 3 | S Information and communication technologies (ICTs) and corporate growth | 125 |
| 11 | I Disintegration and international integration of value chains | 147 |
| 23 | E Executive training and competitive capacity: training for business success | 157 |
| 41 | N Eduardo García Erquiaga | |
| 59 | I Infrastructure and franchise. A development tool | 169 |
| 101 | III ICEX: challenges for the future | 189 |
| | W Ángel Martín Acebes | |
| | CONTENTS | |
| | Contents, abstracts | 197 |
| | Co-ordinators: | |
| | José A. Alonso Rodríguez and Luis Martí Esplugas | |

