

Internationalization of the auto industry in the conditions of national economies growth

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ABSTRACT. In the article were studied the strategies, models and forms of the auto industry internationalization in the conditions of integration processes development and growth of the national economies transparency level. The authors determined the factors and grounded the criteria of effective strategies implementation of automobile companies of the USA, Japan, the EU and China.

KEY WORDS: automobile sector, internationalization of the creation values system; international strategies, forms and models of the foreign market entry, factors of internationalization.

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The article was received by the editorial board on 2.12.2010

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