



Foreign Direct Investment: Smart Approaches to Differentiation and Engagement

Daniel Nicholls

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As the world continues to recover from one of the most dramatic financial crises in a generation, expanding corporations are increasingly, yet cautiously, seeking out international investment opportunities. At the heart of this fragile investment recovery lie trust and confidence. With an unprecedented number of investment promotion agencies and economic development organisations now competing for the attention and business of a more cautious and discerning investor audience, smart approaches to strategic differentiation, communication, engagement and investment services are becoming increasingly critical if these agencies and organisations are to succeed. At the same time, transparent and responsible approaches to investment, coupled with effective, compelling advocacy, are increasingly important to the success of companies' investment projects.

Daniel Nicholls' Foreign Direct Investment offers an exploration of some of the key trends, issues and practices that are shaping the global FDI landscape. Along the way he provides insight into how economic developers and investors alike can make the most of their opportunities and mitigate reputational and communications challenges that can impede or hinder a successful investment.

By presenting perspectives and priorities from both sides, Daniel Nicholls' book bridges the 'investment gap' by giving its readers an important insight into what matters to the other side. This book represents a smart investment for anyone involved.

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