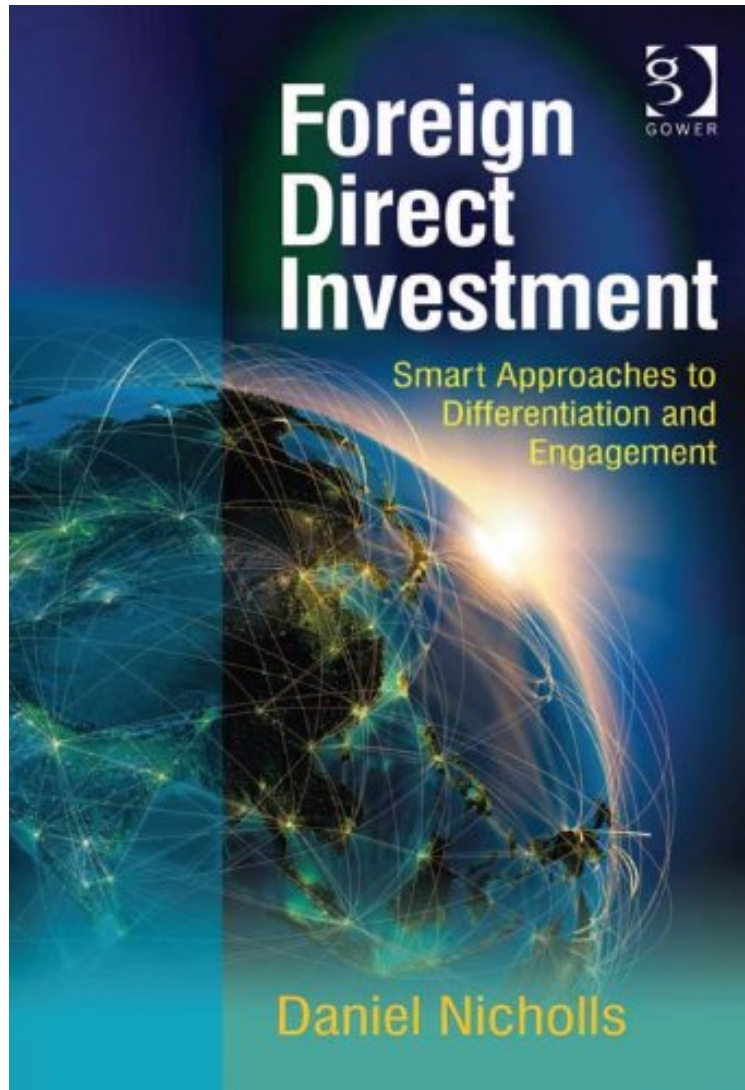


(Free pdf) Foreign Direct Investment: Smart Approaches to Differentiation and Engagement

# Foreign Direct Investment: Smart Approaches to Differentiation and Engagement

*Daniel Nicholls*

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**Daniel Nicholls : Foreign Direct Investment: Smart Approaches to Differentiation and Engagement** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Foreign Direct Investment: Smart Approaches to Differentiation and Engagement:

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 gaps by giving its readers an important insight into what matters to the other side. This book represents a smart investment for anyone involved.

'This timely book provides cogent, insightful analysis of the seismic shifts taking place in the FDI landscape since the financial crash, and the many implications for investment promotion efforts and location branding. Essential reading for FDI practitioners.'

Courtney Fingar, editor, *fDi Magazine* from The Financial Times Ltd

About the Author Daniel Nicholls is a London-based Consultant at the economic development consultancy OCO Global where he works on a variety of consulting and training assignments for clients and industry associations. His client work has included reviewing and editing all sector propositions for UK Trade Investment, training for Enterprise Florida and an international brand audit for the Government of Abu Dhabi. He is a regular speaker at international FDI seminars and conferences such as those organised by the European Association of Development Agencies (EURADA) and Red Hot Locations. His work has also featured in the Financial Times' specialist bi-monthly *fDi Magazine*. With a background in marketing and communications, Daniel has lived and worked in various European countries over the past decade, including France, Poland, Belgium and Hungary. He was previously Marketing and Business Development Manager for Europe, Middle East Africa (EMEA) at the global communications consultancy Hill Knowlton.