# Contents

**Preface**

1. Spanish firms come of age
   - 1

2. Theories of the multinational firm
   - 15

**Part I: The process**

3. The family-controlled and worker-owned multinationals
   - 35

4. Deregulation, oligopolistic competition, and internationalization
   - 67

5. The Spanish banks go global
   - 95

**Part II: The consequences**

6. Spain’s new financial role in the global economy
   - 121

7. Foreign policy and international stature
   - 143

8. Spain’s enduring image problem
   - 169

9. Public opinion, the labor unions, and the multinationals
   - 198

10. Europe, Spain, and the future of Spanish multinational firms
    - 224

**Appendix: Data and sources**

- 233

**References**

- 240

**Index**

- 260