

Profiling the Hybrid: Born-again Global Firms

A Case Study on the Internationalisation Behaviour
of Mature Firms in Switzerland

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«Once established in foreign markets, the born-again global firms are able to attract a more qualified and high-skilled workforce and developed a significant capability of learning from their new international partners.

This leads to an improvement in their products and services, which in some cases result in a change in business model as well as in a different choice of target market.»

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