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Conditions of Success: a platform for international construction development

David Hawk

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study, which has grown in theoretical importance since 1991. It is between the North American, primarily Harvard-centric, strategic model for internationalisation and the relationship-building approach of Asia (initially Japanese and now Chinese). The Asian approach is closer to that of Europe and gaining in effectiveness and prominence over that of North America.

Keywords:

- Internationalisation
- conditions
- success
- interdependence
- value creation
- construction activities
- relationship building

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