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Business diplomacy in multinational corporations

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**Business Diplomacy In Multinational Corporations An** The second conclusion is that the social diplomacy of multinational corporations, which as we have seen has a wide variety of shapes and tools, produces ambivalent and potentially subversive effects: while it provides such corporations with room for manoeuvre and defends their interests, it also contributes to a network (to use one of Norbert Elias 'favoured metaphors) which these corporations must increasingly contend with, and of which they cannot pretend that they are not aware.

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business diplomacy is further elaborated by separating activities into three main areas, namely: (1) MNC-NGO relations, (2) MNC-Host-Government relations and (3) MNC-Local

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