

Sony internationalist case study

[Business](#)



How did Sony Internationalist its R&D activities? What were the initial motivations for Sony to establish technology centers abroad? How would Summered categorize the R&D centers at Sony? 2. How have the motivations for internationalization R&D changed over time? 3.

Why did Sony feel the need to internationalist its R&D activities in the late sass and early sass? 4. How did Sony manage its overseas R&D activities? How did the managerial approach evolve over time? What have been the problems with Sony way of managing R&D activities? 6. Besides In-house restructuring to strengthen Its technological capableness, what did Sony do to rejuvenate Its businesses? 7. Can you provide an update on the internationalization of Sonny's R activities, using materials available on the Web? 8. How did Sony internationalist its R activities? What were the initial motivations 9. How have the motivations for Internationalization R changed over time? 10.

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