

Contents

From the Editors	5
 Danuta Babińska	
THE ROLE OF KNOWLEDGE IN THE INTERNATIONALIZATION PROCESS OF FIRMS – A REVIEW OF SELECTED RESEARCH LITERATURE.....	9
 Lidia Danik, Małgorzata Stefania Lewandowska	
MOTIVES AND BARRIERS IN THE FIELD OF COOPERATION BETWEEN COMPANIES. RESEARCH OUTCOMES BASED ON THE POLISH ENGINEERING INDUSTRY	21
 Tomasz Gołębiowski	
POSITIONING OF FOREIGN SUBSIDIARIES IN MULTINATIONAL ENTERPRISE NETWORK: DOES THE LOCAL EMBEDDEDNESS MATTER?	35
 Marian Gorynia, Katarzyna Mroczek	
INSTITUTIONAL CONTEXT AND TRANSACTION COSTS IN ENTRY MODE CHOICE.....	51
 Marian Gorynia, Jan Nowak, Piotr Trąpczyński, Radosław Wolniak	
THE DETERMINANTS OF LOCATION CHOICE IN THE INTERNATIONALIZATION PROCESS OF POLISH COMPANIES: A QUALITATIVE STUDY.....	61
 Magdalena Grębosz, Jacek Otto	
INTERNATIONAL EXPANSION OF BRANDS BY REALIZATION OF CO-BRANDING STRATEGY.....	77