



"País trampolín" y "Filial trampolín": una nueva perspectiva en la internacionalización hacia Latinoamérica [

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Analítica

This articles examines the theory of the "springboard country and "springboard subsidiary" concept. A reality in Spanish-Latin American relations, which despite being continually present on the political and diplomatic agenda, has not been analyzed from a management research perspective. A "springboard subsidiary" is a subsidiary company which makes the localization advantages of the "springboard country" into a true specific advantage for the company. In order to do this, it needs to obtain experience which is relevant (tacitly and specifically), specialized, and more importantly, valued by the parent company and other subsidiaries. This allows it to restore a certain additional level of resources and a greater degree of independence in order to carry out coordination and control tasks and even investment in other subsidiaries

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