Abstract

In this paper we present a theoretical review about the influence that exercises the corporate diversification strategy on performance. The review of the literature allows us to propose and justify explanations for two key questions that they have raised the interest of the researches in this topic, about the who consent in the literature does not still exist, if differences between the performance of the firms associated with exist the different strategies of diversification (different degree and/ or type of diversification) and if the national environment is a determining factor of the performance of the diversified firms.

Keywords

Corporate Diversification, Performance, Literature. review.