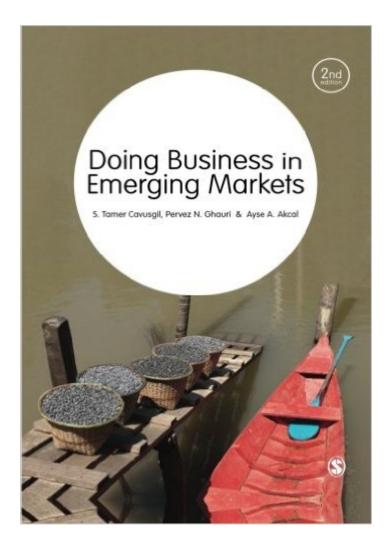
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# **Doing Business In Emerging Markets**





## Synopsis

The Second Edition of Doing Business in Emerging Markets has been completely revised and updated to reflect the challenges and opportunities facing businesses in emerging markets, in the wake of the financial crisis. Filled with international case studies and packed with real-life examples from across the world, this text covers all the key topics on an Emerging Markets course in an engaging and accessible way. Examining pre-entry as well as post-entry issues and strategies, this text shows how the emerging market context challenges traditional international business theories. Globalization is widely discussed as are topics such as Csr, regulation, finance and communication.

## **Book Information**

Paperback: 416 pages Publisher: SAGE Publications Ltd; 2nd ed. edition (November 29, 2012) Language: English ISBN-10: 1849201544 ISBN-13: 978-1849201544 Product Dimensions: 6.7 x 0.9 x 9.5 inches Shipping Weight: 1.8 pounds (View shipping rates and policies) Average Customer Review: 5.0 out of 5 stars Â See all reviews (1 customer review) Best Sellers Rank: #549,999 in Books (See Top 100 in Books) #101 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #108 in Books > Business & Money > International > Exports & Imports #157 in Books > Business & Money > International > Global Marketing

#### **Customer Reviews**

An excellent book to know the roll that emerging markets are doing in the world. Different perspectives and basic concepts, very clear to understand it.

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