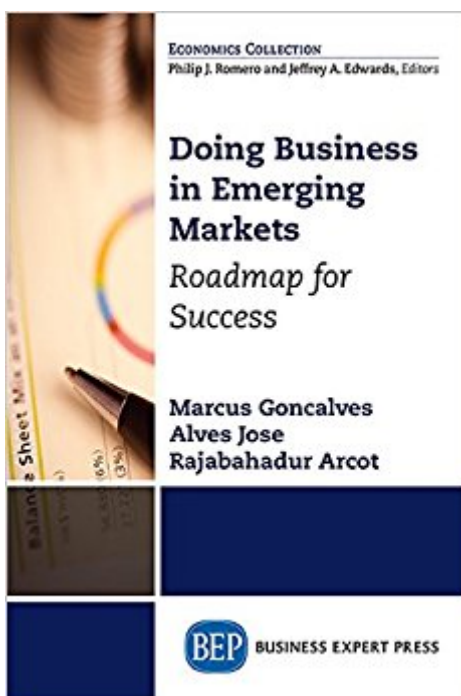


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Doing Business In Emerging Markets: Roadmap For Success (Economics Collection)



Synopsis

Like *Advanced Economies and Emerging Markets*, the 'flagship' book of the series, from which this book is derived *Doing Business in Emerging Markets* recognizes that there is intense competition among emerging markets to capture their share of the global economy. The series addresses questions that are germane to accomplishing this goal. Most important to this end is the study and practice of international business and foreign trade. Undertaking such a study raises many questions which the series will attempt to answer: Why are emerging markets and the firms doing business in them internationalizing so aggressively; and why in the past decade has the pace of internationalization accelerated so rapidly? What competitive advantages do these emerging economies enjoy in comparison to advanced economies, such as the G20, and what are the origins of those advantages? This volume is devoted to presenting the practical aspects and challenges of doing business in global emerging markets.

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