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(Mr. Stone Kunze)

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Profile Books Ltd. Paperback. Book Condition: new. BRAND NEW, **The Economist Guide to Emerging Markets: The Business Outlook, Opportunities and Obstacles (3rd Revised edition)**, Aiden Manktelow, Frida Wallin, The growth that companies can achieve from their operations in home and developed world markets has for many years been modest, with the real opportunities to take a business to a higher level existing in identifying and exploiting emerging market opportunities. The Economist Corporate Network has for many years now been one of the leading authorities advising firms on how to make the most of the opportunities that emerging markets present and avoid the mistakes that so many companies make with disastrous results. This book, written and edited by the Corporate Network team is in two parts: - Part one examines new approaches to business in emerging market: what you need to think about, the various risks and how to get your approach right - Part two is aimed at helping firms prioritise emerging markets by giving a review of the different markets from the BRIC countries (Brazil, Russia, India and China) to the emerging economies of Eastern Europe, Asia and Africa. Using the expertise built up over the years by The Economist Corporate Network team and the experiences of the hundreds of companies they have worked with, there is no more useful guide to getting to grips with the opportunities that emerging markets offer and how to take advantage of them.



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