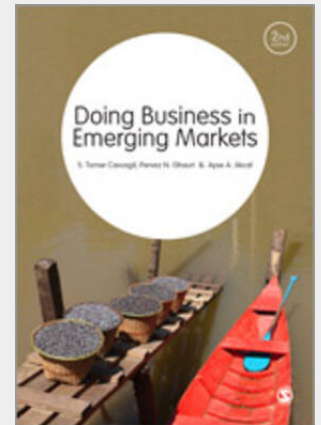


Doing Business in Emerging Markets

"A very timely book for students and managers related to business opportunities and risks inherent in emerging markets. Written by some of the foremost experts in international business, it is a comprehensive, practical and highly readable book."

Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University, Atlanta, US There are many texts available on International Business, but only a few provide a comprehensive coverage of emerging markets, which now play a major role in global business and therefore require deeper study and analysis. This accessible and engaging text focuses solely on these markets and provides extensive coverage. BRICs and other major emerging markets are examined in-depth. Prominent topics regarding emerging markets such as effects of globalization, rise of disposable income, urbanization, economic reforms, new opportunities as well as characteristics of multinationals and domestic firms within such markets are discussed. Real life examples, detailed data and graphs provide a comprehensive framework for a thorough understanding. This fully revised and updated edition reflects the current issues, changes, challenges and opportunities facing businesses in emerging markets, including entry and negotiation processes, as well as risks and strategies. The text is accompanied by a companion website which includes full text articles for each chapter, answers to end of chapter questions, and detailed chapter slides for tutors. This text is essential reading for advanced undergraduate and postgraduate students studying international business and emerging markets as well as practitioners who want to increase their understanding of such markets. S. Tamer Cavusgil is Fuller E. Callaway Professorial Chair and Executive Director, CIBER, at Georgia State University, U.S Pervez N. Ghauri is a Professor of International Business at King's College London, UK Ayse A. Akcal is a Research Associate in International Business at King's College London, UK



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