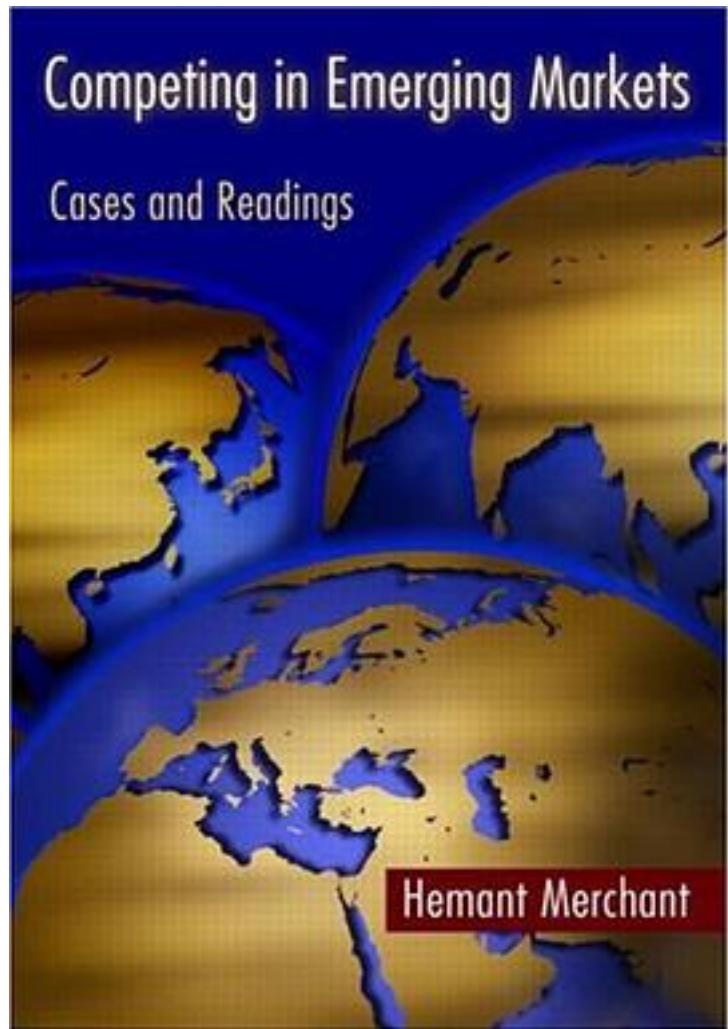


# Competing in Emerging Markets



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This groundbreaking book provides an essential set of readings and case studies that

facilitates a much-needed fundamental rethinking about drivers of successful as well as unsuccessful firm conduct in Emerging markets, and about the role of sophisticated but (usually) poorly-serving Western theories and ideas regarding competition and competitive traps and successes. Although this book is intended primarily for Emerging markets courses, it can also be used for various other courses in international management or international strategy. It explores a range of themes, including: the strategic and operational challenges companies face while competing in these relatively new (and, therefore, generally unfamiliar) markets the imperative to generate creative solutions in response to idiosyncratic challenges posed by Emerging markets. Competing in Emerging Markets emphasizes both the unique challenges facing corporate managers who operate (or intend to operate) in Emerging markets, and the ways in which managers can efficiently and effectively respond to these competitive challenges. As one of the first comprehensive texts on this subject, Competing in Emerging Markets is certain to become a standard in the field. The case studies included in this book all have detailed teaching notes which are available to instructors who adopt the book for their courses. For these and other resources, log on to the book's companion website at: [www.routledge.com/textbooks/9780415399500](http://www.routledge.com/textbooks/9780415399500)

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