

Harvard Business Review on Thriving in Emerging Markets



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Beat local companies at their game.

If you need the best practices and ideas for gaining market share in developing economies--but don't have time to find them--this book is for you. Here are 10 inspiring and useful perspectives, all in one place.

This collection of HBR articles will help you:

- Manage risk in unstable environments
- Ward off political threats to your business
- Customize your business model for emerging markets
- Tailor your strategy to capitalize on countries' strengths
- Gain ground on emerging giants
- Compete in China's new high-tech market
- Win the war for talent in developing economies
- Serve the bottom of the pyramid profitably

作者介绍:

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