



416 Pages

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"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."

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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.

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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.

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The Negotiation Process and Strategies in International Business
Negotiations and Building Relationships in Emerging Markets
Assessing Risks and Opportunities in Emerging Markets