



Understanding Emerging Markets

Peter Enderwick

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Emerging markets (Ems) are the focus of increasing interest in the field of international business, as they provide significant challenges and great opportunities. Focusing on the dynamics of emerging markets, this informative book provides an academically rigorous yet business-oriented analysis of the key issues in this area and incorporates chapters on:

- the nature of emerging markets
- market development
- integrating Ems in the global economy
- implications for business strategy.

Providing an in-depth analysis of two of the most important Ems, China and India, this user-friendly text incorporates extensive case studies, boxed summaries, discussion questions and an extensive bibliography.

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