

1. Record Nr.	UNINA9910141419603321
Autore	Jones Stephanie <1957->
Titolo	BRICS and beyond [[electronic resource]] : executive lessons on emerging markets // Stephanie Jones
Pubbl/distr/stampa	Chichester [England], : Wiley, 2012
ISBN	1-119-20818-1 1-280-69674-5 9786613673701 1-118-35156-8
Descrizione fisica	1 online resource (303 p.)
Disciplina	658/.049
Soggetti	International business enterprises - Developing countries Social responsibility of business - Developing countries Diversity in the workplace - Developing countries Industrial management - Developing countries Electronic books. BRIC countries Foreign economic relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface / by Prof Dr. Wim Naude -- About the author -- Introduction -- Doing business in emerging markets : risks, opportunities and practice -- First section: risks -- Country risk -- Politics and business in emerging markets -- Corporate social responsibility -- Ethics, transparency, and governance in emerging markets -- Business culture -- Cross-cultural management and people in emerging markets -- Second section: opportunities -- Marketing -- Implementing marketing ideas into and from emerging markets -- Entrepreneurship and innovation -- Technology, innovation, and new business ventures in emerging markets -- Third section: practice -- Strategy and operations -- Changing business strategies and operations in emerging markets -- Strategic alliances -- Western business and emerging market business : working together -- Lessons for global business -- What we can learn from the brics and beyond -- Reading list -- Glossary -- Index.

Sommario/riassunto

BRICs and Beyond is an international business executive text written especially for executive and MBA students. It is based on extensive consulting in emerging economies and several years of experience teaching executive MBA courses around the globe. The author has continually faced the problem that the available textbooks for teaching international business focused almost exclusively on examples of Western multinationals for case illustrations. In the process of preparing cases nearer to the emerging market she worked in, the author realized that the often fascinating, frequently in
