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Nota di contenuto	Cover; Contents; Acronyms and Abbreviations; Foreword; Introduction; Acknowledgments; Chapter 1 - Business Strategies: An Overview; Chapter 2 - Economies in Transition; Chapter 3 - Institutions, Organizations, and Strategic Choices; Chapter 4 - Strategies of State- Owned Enterprises; Chapter 5 - Strategies of Privatized and Reformed Firms; Chapter 6 - Strategies of Entrepreneurial Start-Ups; Chapter 7 - Strategies of Foreign Companies; Chapter 8 - Retrospect and the Road Ahead; Appendix; References; Index; About the Author
Sommario/riassunto	The work is a practical examination of fundamental strategic issues confronted by firms competing in newly opened markets. It covers emerging markets in East Asia, Central and Eastern Europe and the new states of the former Soviet Union.