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Sommario/riassunto

Since the process of liberalization and opening of markets in the 1990s, the emerging markets have created a thriving culture of entrepreneurship, creativity and global collaboration. Along with these opportunities, however, there are challenges in doing business with emerging markets. This book underlines the challenges that come with managing business relationships in diverse emerging countries such as India. It also provides useful implications and conclusions for successful and profitable business ventures in emerging economies.
