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Nota di contenuto	1. Introduction / Satyendra Singh -- pt. I. China. 2. New product development in emerging markets / Nicholas Grigoriou. 3. Competing with multinationals : entry and evolution of latecomer firms in China's handset industry / Wei Xie and Steven White. 4. Current business practices of top fortune global emerging multinationals / Chunhui Liu and Kwok-Kee Wei. 5. Between information system integration and performance, what are the missing links? / Ruby P. Lee and Qimei Chen. 6. Legal cases and auditing in China / Gin Chong -- pt. II. Commonwealth of independent states. 7. CSR in the emerging market of Russia : finding the nexus between business accountability, legitimacy, growth and societal reconciliation / Olga Kuznetsova. 8. The Russian system of corporate governance : promises and realities / Olga Kuznetsova. 9. Brand management in emerging markets : private labels in Croatian grocery retailing and the case of Dona Trgovina D.O.O. / Maja Martinovic and John Branch. 10. Baltic tiger or wounded lion - retail trade and shopping behavior in Estonia, Latvia, and Lithuania / Brent McKenzie -- pt. III. Latin America. 11. Data mining as a decision tool for materials procurement in a multinational company headquartered in Brazil / Denise Chaves Carvalho Barbosa, Walter

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Sommario/riassunto

This handbook consists of a collection of specially commissioned chapters that describe the current business environment, organizational culture, consumer behaviour, financial investment climate, and examples of best prevailing practices in emerging markets.
