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Sommario/riassunto	Expanding into emerging markets brings with it a specific set of challenges for designing products and services. Not only do cultural differences play a role in what, how, and why customers behave the way they do, but existing technologies, distribution channels, and the wants and needs of consumers become additional challenges when establishing market shares in the developing world. Innovative Solutions: What Designers Need to Know for Today's Emerging Markets describes the landscape of these new markets and discusses research and design methodologies tailored to them.