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Nota di contenuto	<p>""How the cases illustrate challenges and opportunities in emerging markets""""Conclusion""; ""Chapter 2 Carlsberg A/S a€? Probably the best beer company in western China""; ""Introducing Carlsberg A/S""; ""Organization""; ""Towards an emerging market strategy""; ""Carlsberg in Russia""; ""Carlsberg in China""; ""Exhibits for Carlsberg A/S case""; ""Exhibit 1 a€? Carlsberg A/S key figures""; ""Exhibit 2 a€? The global beer industry, 2007""; ""Exhibit 3 a€? Carlsberg A/S global markets, 2007""; ""Exhibit 4 a€? Carlsberga€?s competitors""; ""Exhibit 5 a€? Carlsberg A/S regional strategies""</p> <p>""Chapter 3 ECCO A/S a€? Producing the Dragona€?s footwear""""Introducing ECCO A/S""; ""Products and markets""; ""ECCOa€?s global value chain a€? a€œFrom Cow to Customera€?""; ""ECCO A/S in China""; ""Dealing with the Dragon""; ""Exhibits for ECCO A/S case""; ""Exhibit 1 a€? ECCOa€?s key figures""; ""Exhibit 2 a€? ECCOa€?s organization""; ""Exhibit 3 a€? Composition of sales""; ""Exhibit 4 a€? ECCOa€?s global value chain""; ""Exhibit 5 a€? Converting skin and hides into leather""; ""Exhibit 6 a€? Composition of an ECCO shoe""; ""Exhibit 7 a€? ECCOa€?s production output worldwide 2004-2008""</p>

""Exhibit 8 a€? The ECCO Code of Conduct""""Exhibit 9 a€? Key figures from ECCO Xiamen""; ""Chapter 4 Casting the global turnaround of FLSmidth a€? The Indian case""; ""The crises of FLSmidth""; ""FLSmidth: a€œOne source a€? one partnera€?""; ""Organization""; ""Products and markets""; ""Financial performance""; ""Competitive strategy""; ""Casting the Indian case""; ""Implementing the Indian strategy""; ""The challenges of moving from routine work to higher value-adding activities""; ""The challenges of integrating with the Danish operations"" ""The challenges of recruitment and infrastructure""""Exhibits for FLSmidth A/S case""; ""Exhibit 1 a€? FLSmidtha€?s key figures ""; ""Exhibit 2 a€? Group structure""; ""Exhibit 3 a€? Organization""; ""Exhibit 4 a€? Cement and minerals production process""; ""Exhibit 5 a €? Future product mix expectations""; ""Exhibit 6 a€? Market share and peer comparison""; ""Exhibit 7 a€? Overview of peer group activities""; ""Exhibit 8 a€? Geographical breakdown of revenue (2008)""; ""Chapter 5 Bestseller a€? Facing a new competitive landscape in China""; ""Introducing Bestseller A/S"" ""Products and markets""
