

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910789012503321 |
| Autore | Bhasin Balbir B. |
| Titolo | Burma : business and investment opportunities in emerging Myanmar / / Balbir B. Bhasin |
| Pubbl/distr/stampa | New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014 |
| ISBN | 1-60649-410-4 |
| Edizione | [First edition.] |
| Descrizione fisica | 1 online resource (172 p.) |
| Collana | International business collection, , 1948-2760 |
| Disciplina | 338.9591 |
| Soggetti | Investments, Foreign - Burma Business enterprises, Foreign - Burma Burma Commerce |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Part of: 2014 digital library. |
| Nota di bibliografia | Includes bibliographical references (pages 139-151) and index. |
| Nota di contenuto | Introduction -- Acknowledgments -- 1. Background: understanding Myanmar -- 2. Business potential and markets -- 3. Recognizing and mitigating risks -- 4. Strategies for success in emerging Myanmar -- 5. Epilogue: opportunities and challenges in an emerging Myanmar -- 6. Web resources -- Notes -- References -- Index. |
| Sommario/riassunto | This book is a practical and comprehensive guide to succeeding in doing business and investing in emerging Myanmar, formerly known as Burma. It covers the newly emerging country's history, geography, demographics and market size, political environment, economic conditions and industries, legal framework, cultural idiosyncrasies including religious issues. It also discusses language, beliefs and customs, business etiquette and attitudes, management and working styles, meetings and decision making, and negotiation strategies that work. It identifies incentives offered with regard to tax relief and repatriation of profits, the various sectors that are opening up, and where opportunities for participation exist. It also highlights the risks inherent in entering an emerging and new market economy and suggests ways of mitigating these risks. Strategies for success in an emerging Myanmar are propounded for both investors and businesses. This book allows for a deeper understanding of the business environment in Myanmar. You will be better able to evaluate the risk |

factors and options available and then make meaningful investment and business decisions.
