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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface / by Prof Dr. Wim Naude -- About the author -- Introduction -- Doing business in emerging markets : risks, opportunities and practice -- First section: risks -- Country risk -- Politics and business in emerging markets -- Corporate social responsibility -- Ethics, transparency, and governance in emerging markets -- Business culture -- Cross-cultural management and people in emerging markets -- Second section: opportunities -- Marketing -- Implementing marketing ideas into and from emerging markets -- Entrepreneurship and innovation -- Technology, innovation, and new business ventures in emerging markets -- Third section: practice -- Strategy and operations -- Changing business strategies and operations in emerging markets -- Strategic alliances -- Western business and emerging market

Sommario/riassunto

BRICs and Beyond is an international business executive text written especially for executive and MBA students. It is based on extensive consulting in emerging economies and several years of experience teaching executive MBA courses around the globe. The author has continually faced the problem that the available textbooks for teaching international business focused almost exclusively on examples of Western multinationals for case illustrations. In the process of preparing cases nearer to the emerging market she worked in, the author realized that the often fascinating, frequently in