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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.