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## Sommario/riassunto

"An expert's guide to exploring business opportunities in the  
 burgeoning Arab marketplace This groundbreaking book reveals the  
 myriad opportunities presented by the Arab World's market of 350  
 million consumers, who collectively wield the ninth-largest economy in  
 the world. Based on the author's firsthand research, including hundreds  
 of market visits and more than 600 interviews at companies doing  
 business throughout the region, this book shows how globally  
 interconnected and vibrant the Arab markets are. Through a rich blend  
 of data and anecdotal observations, it chronicles how, by respecting the  
 region's culture and religious norms, hundreds of local and  
 multinational companies and entrepreneurs are creating successful  
 businesses in this large and growing marketplace. Hundreds of  
 interviews and illustrative examples peel away stereotypes about Arab  
 consumers to reveal diverse, vibrant and entrepreneurial consumer  
 markets Explains how multinational companies, such as Coca-Cola,  
 Unilever, and Proctor & Gamble, and leading regional companies are  
 working successfully in the Arab nations Shows how Arab  
 entrepreneurs, both men and women, are shaping the regional and  
 global marketplaces Vijay Mahajan, author of two previous award-  
 winning books on emerging markets, is one of the world's most-cited  
 researchers in the business and economics sector As the global

marketplace continues to expand, this book offers anyone interested in investing in the Arab world an expert perspective on the boundless business opportunities"--

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