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Nota di contenuto	International marketing and emerging markets : an introduction to the AIM volume 21 / Shaoming Zou, Huifen Fu -- Awakening dragons : an exploration of the internationalisation of Chinese SMEs from the electronics sector / Sharon Loane, Jim Bell -- Innovation platforms for emerging consumers : spinning the wheel of retailing in Latin America / Guillermo D'Andrea, Luciana Silvestri, Leticia Costa, Fernando Fernandes, Fabio Fossen -- Fuelling India's retail boom : what should be the right policy? / Arpita Mukherjee -- Fashion retailing in China : an examination of its development and issues / Priscilla Y.L. Chan -- Advertising appeals strategy : moderating effect on the relationship

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Sommario/riassunto

The global financial crisis has accelerated the shift of economic power from the West to the East. The emerging markets have become the main engine of global economic growth and firms from emerging markets are playing an increasingly important role in global competition. This volume of *Advances in International Marketing* is focused on issues that have been largely ignored by the main stream literature in international marketing to emerging markets and by firms from emerging markets. The papers presented report a variety of studies examining: international marketing behaviour of firms from emerging markets; market environments and consumer behaviour in emerging markets; and MNCs international marketing in emerging markets. Collectively they offer significant insight into emerging markets and point to new directions for future research.
