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Emerging Markets Rule: Growth Strategies of the New Global Giants

By Mauro F. Guill'en, Esteban Garcia-Canal

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Emerging Markets Rule: Growth Strategies of the New Global Giants, Mauro F. Guill'en, Esteban Garcia-Canal, Seize the advantage in the global war for market share. It is the winner of the 2013 Small Business Book Award - Top 10 Overall. The newest economic behemoth, China, is snatching market share from the U.S., Japan, and Europe at an alarming rate. But China isn't alone. The world's largest producers of biofuel, meat, consumer electronics, regional jets, baked goods, candy, and many other products are all emerging market multinationals (EMMs). And industries poised to be taken over by EMMs include personal computers, IT services, mining, wind turbines, and cement. The balance of power in the global economy is shifting. Are you in a position to compete with the most energetic, imaginative companies on the planet? In Emerging Markets Rule, two experts on the global shift in economic hegemony explain what is happening, why it is happening - and how you can prevent it from happening to you. The authors provide an actionplan based on leaner, more operationally proficient ways for maintaining the competitive advantage based on seven new axioms of global competitiveness: execute,...



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