



Understanding Emerging Markets: Building Business BRIC by Brick (Response Books)

Stefano Pelle

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This book provides an overall perspective of the rising power of emerging economies. It focuses on Brazil, Russia, India and China (the BRIC countries) in order to understand market opportunities and issues relevant to doing business in such emerging economies. The book defines an emerging market, analyses the operative environment of emerging countries and points out some common difficulties and mistakes. The author describes key elements of a successful and profitable business model in these countries and in doing so, focuses on some important issues:

- Cultural Gaps and extensive dependence on expatriates
- The main characteristics of the workforce
- External factors influencing business
- Red tape and corruption
- Corporate social responsibility
- Sustainability of economic development

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