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Doing Business in Emerging Markets: Entry and Negotiation Strategies

S. Tamer Cavusgil, Pervez N. Ghauri, Milind R. Agarwal

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Doing Business in Emerging Markets: Entry and Negotiation Strategies is an authoritative and timely guide for executives who are contemplating business in these markets. Including numerous exhibits and real-world examples, the authors explore analysis and evaluation of market potential, management of the negotiation process, and the recognition of important regional business styles and cultural issues. Students and professors in MBA or Ph.D. programs in international management, marketing, and strategy will also find this an invaluable aid to understanding emerging markets.

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