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Winning In Emerging Markets A

Winning in Emerging Markets serves as a playbook for measuring a market's potential and for crafting a strategy to succeed there.

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Winning in Emerging Markets: A Road Map for Strategy and Execution. Already cited by the Financial Times, Forbes.com, The Economic Times, WSJ/Mint and several other prominent global business publications, Winning in Emerging Markets is quickly becoming the go-to book for mapping a strategy for entering new markets—and then quickly gaining a competitive edge in those high growth regions.

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Winning In Emerging Markets: A Roadmap for Strategy and Execution is a book written by Harvard Business School professors, Tarun Khanna and Krishna Palepu. It was published in 2010 by Harvard Business School Press.

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Part 2 of Winning in Emerging Markets explores the practicalities of doing business in these new economies for those corporations entering the market for the first time and the major local enterprises. It also considers how those national giants can prepare themselves to break out in to wider global markets and how the institutional voids that did not matter in their home markets create new ...

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Winning in Emerging Markets - BCG

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Emerging-market leaders like Coca-Cola, Uni-lever, Colgate-Palmolive, Groupe Danone and PepsiCo earn 5% to 15% of their total revenues from the three largest emerging markets in Asia: China, India and Indonesia.

How to Win in Emerging Markets

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Why MNCs Are Still Winning Big in Emerging Markets

Winning in Emerging Markets: A Roadmap for Strategy and Execution, by Tarun Khanna and Krishna G. Palepu.

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