

Book: Management in Emerging Markets



Investments in emerging markets have become an increasingly important factor in recent years. Business companies face several challenges and intercultural management issues upon entering these future markets.

The book “Management in Emerging Markets” helps understand the business environment in emerging markets. How do economic circumstances and cultural aspects affect management decisions? The book covers a wide range of subjects, from risk management, going public, bank fusions, corporate governance and controlling to brand management in emerging markets. It addresses both enterprises considering involvement in emerging markets and companies that have already entered the market, as well as consultants, banking houses, and scholars interested in emerging markets.

Management in Emerging Markets

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