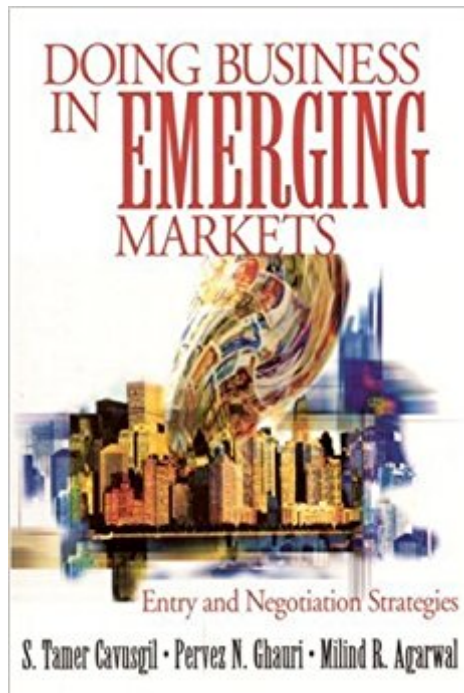




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# Doing Business In Emerging Markets: Entry And Negotiation Strategies



## Synopsis

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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Professor Cavisgil's teaching, research and administrative activities have focused on international business and marketing. His specific interests include the internationalization of the firm, global marketing strategy and internationalization of business education. In recent years, he has focused on the research development of computerized decision support systems for international business executives. Best known among these tools is CORE – a computer program for assessment of COmpany Readiness to Export. Cavusgil has authored more than a dozen books and over one hundred refereed journal articles. His work is among the most cited contributions in international marketing. He is the founding editor of the Journal of International Marketing now published by the American Marketing Association, and Advances in International Marketing published by JAI Press, Inc. He serves on the editorial review boards of a dozen

professional journals, including the Journal of Marketing and Journal of International Business Studies. Professor Cavusgil has been a member of Michigan State University's business research team since 1987. Professor Pervez N Ghauri completed his PhD at Uppsala University in Sweden where he also taught for some years. At present he is Professor of International Business at King's College London. He is a Fellow of European International Business Academy. Recently, he was awarded an honorary Doctorate by Turku School of Economics and Management, Finland. Pervez has published 25 books and numerous articles. He consults and offers training programmes to a number of organisations such as; BP, Airbus Industries and Ericsson. He is Editor in Chief for International Business Review and Editor (Europe) for the Journal of World Business. Milind R. Agarwal, B.Engg. (Electronics & Communication), MBA (Logistics/Procurement), Michigan State University, 1994, is the founder President and CEO of Logistics Corporation of India, Ltd., based in Mumbai, India. During his studies at Michigan State University, he worked as a graduate research assistant for the Center for International Business Education and Research. He is a Certified Internal Quality Auditor for ISO 9000:2001. He is an active member of various trade bodies and associations of India. He is also a Visiting Professor at various management institutes in Mumbai. He is currently pursuing doctoral (PhD) studies in Philosophy of Management at the University of Mumbai, India. He can be reached at email: logindia@vsnl.com.

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