



Understanding Emerging Markets

By Peter Enderwick

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Emerging markets (Ems) are the focus of increasing interest in the field of international business, as they provide significant challenges and great opportunities. Focusing on the dynamics of emerging markets, this informative book provides an academically rigorous yet business-oriented analysis of the key issues in this area and incorporates chapters on:

- the nature of emerging markets
- market development
- integrating Ems in the global economy
- implications for business strategy.

Providing an in-depth analysis of two of the most important Ems, China and India, this user-friendly text incorporates extensive case studies, boxed summaries, discussion questions and an extensive bibliography.

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Review

"This book presents realistic approaches toward doing business in large emerging markets (LEMs), and discusses, at length, the challenges faced by Western businesses. The volatility in the markets, the social and informational risk and the lack of opacity are some of the issues that foreign firms have to deal with. The book provides useful guidelines to firms doing business in these two emerging markets."

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--**Professor Daniël Van Den Bulcke**, University of Antwerp, Chairman of the European Business Academy

"This is a timely book and one which needed to be written. Professor Enderwick provides an excellent, yet succinct, survey of the economic renaissance of China and India, and the response of each to the challenge of globalization. The volume contains many new ideas and deserves to be widely read by scholars, business executives and policy makers alike."

--**John H. Dunning**, Reading and Rutgers Universities

About the Author

Peter Enderwick is Professor of International Business at Auckland University of Technology, New Zealand. His current research interests include competitiveness of small economies, with a special interest in emerging economies in Asia.

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