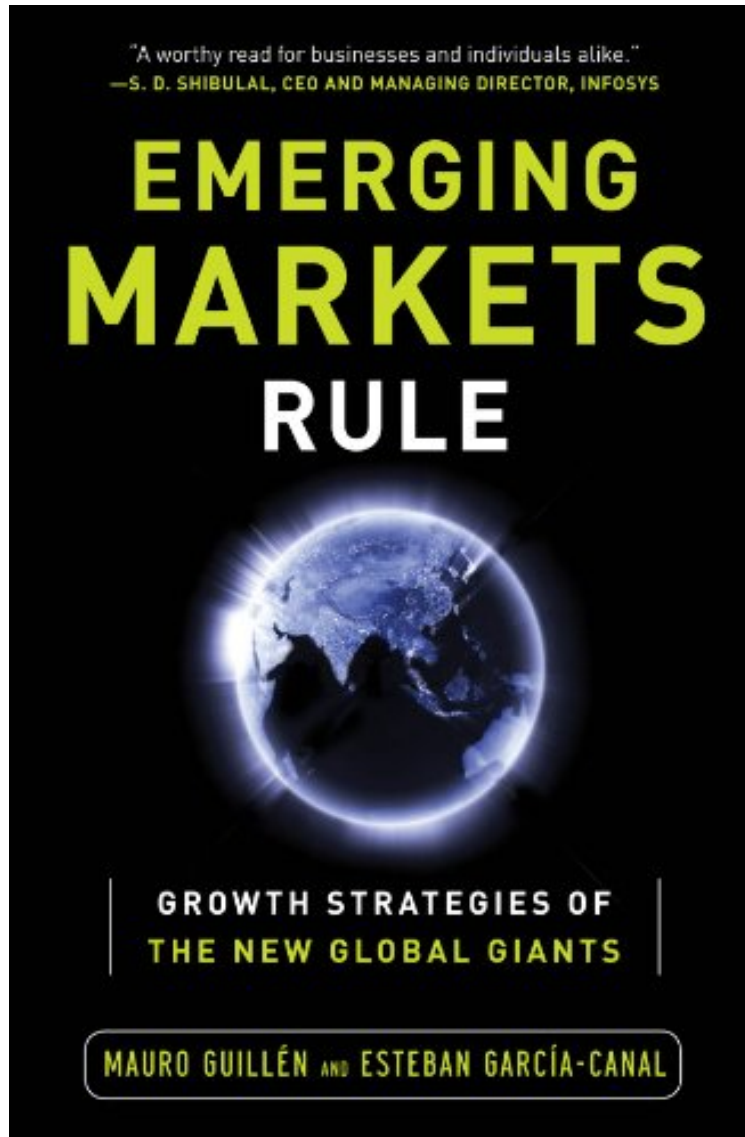


(Mobile ebook) Emerging Markets Rule: Growth Strategies of the New Global Giants

Emerging Markets Rule: Growth Strategies of the New Global Giants

Mauro F. Guillen, Esteban Garcia-Canal
ePub | *DOC | audiobook | ebooks | Download PDF



#1259593 in eBooks 2012-11-16 2012-11-16 File Name: B009XDE1BO | File size: 16.Mb

Mauro F. Guillen, Esteban Garcia-Canal : Emerging Markets Rule: Growth Strategies of the New Global Giants before purchasing it in order to gage whether or not it would be worth my time, and all praised Emerging Markets Rule: Growth Strategies of the New Global Giants:

4 of 4 people found the following review helpful. greatBy Jose M. HurtadoA very interesting and easy read book that covers and analyses key success factors of several sectors and successful companies operating in Emerging Markets. I

encourage the reading of this book to the people working in businesses which are expanding internationally as well as to the people dealing with the study and application of strategy. I particularly have enjoyed the practical advices of the leaders of the companies cited on the book like: "focusing on what you can do well"; "I believe in hard work and leaders who have their ear to the ground"; or "start by focusing on what you can do best along the value chain".

Emerging Markets Rule: Growth Strategies of the New Global Giants

4 of 4 people found the following review helpful. An amazing teacher!

By David Back I was a student in Prof Guillen's course on "Globalization in a Historical Perspective" at the University of Pennsylvania almost ten years ago. Few people are as good at explaining extremely complicated subjects in a way that is easy to understand without compromising any of the nuances. I owe a huge amount to the professor's teaching and mentorship, and many of his other students feel the same. I am now starting India's first car-sharing company. None of this would have happened if Prof. Guillen hadn't inspired me to learn more about Globalization and Emerging Markets.

4 of 4 people found the following review helpful. Guidebook on how to win the war for global market share

By Globalup Guillen and Garcia Canal have put together a engaging book that is both enlightening and readable. The realities of our new globally competitive world have largely been ignored, and the authors shed light on the meteoric rise of globally leading companies coming out of emerging markets. They explore the characteristics and strategies that these EMMs have used to disrupt global market leaders. If you are a manager or leader in an emerging market, or simply want to better understand how to compete in an increasing globally competitive world, this book is a must-read.

SEIZE THE ADVANTAGE IN THE GLOBAL WAR FOR MARKET SHARE Winner of the 2013 Small Business Book Award - Top 10 Overall

The newest economic behemoth, China, is snatching market share from the U.S., Japan, and Europe at an alarming rate. But China isn't alone. The world's largest producers of biofuel, meat, consumer electronics, regional jets, baked goods, candy, and many other products are all emerging market multinationals (EMMs). And industries poised to be taken over by EMMs include personal computers, IT services, mining, wind turbines, and cement. The balance of power in the global economy is shifting. Are you in a position to compete with the most energetic, imaginative companies on the planet? In *Emerging Markets Rule*, two experts on the global shift in economic hegemony explain what is happening, why it is happening--and how you can prevent it from happening to you. The authors provide an action plan based on leaner, more operationally proficient ways for maintaining the competitive advantage based on seven new axioms of global competitiveness: Execute, strategize, and execute again. Cater to the niches. Scale to win. Embrace chaos. Acquire smart. Expand with abandon. No sacred cows! Emerging market multinationals are here to stay; they're not going to go away, even when the global economy rights itself. "What began as a necessity--a kind of guerilla-business warfare against the corporate superpowers--has now evolved into best practices and is on its way to becoming what everyone needs to know," the authors write. "Simply put, down is up. The weak have become strong." You need to learn these new "best practices" now because tomorrow will be too late. *Emerging Markets Rule* is your road map for business success in the increasingly competitive, chaotic global markets. "Emerging-market multinationals have reshaped global competition. Using well-articulated views duly substantiated with facts, this book explains why and how they have become formidable players in both high-technology and traditional industries. This book is a worthy read for businesses and individuals alike seeking to comprehend the phenomenon of the emerging market multinational." -- S. D. Shibulal, CEO and Managing Director, Infosys "This book shows the strength and potential of companies that stand out in emerging markets, reaffirming entrepreneurship, innovation, and sustainability as fundamental factors for the outbreak of global competitors." -- Alessandro Carlucci, CEO, Natura Cosmeticos "The authors have touched on an important idea that emerging market growth can often be tapped by companies located in those markets. This is an essential book leading us to identify the niche markets and strategies for those emerging markets. A must for all international companies with growth ambitions." -- Leonard A. Lauder, Chairman Emeritus, The Estee Lauder Companies "A must-read for any company on its way to becoming a global one. You will learn from companies that have developed unique ways of competing in tough markets such as China and India." -- Jorge Zarate, China General Manager, Grupo Bimbo

About the Author

Mauro F. Guillen is the Director of the Joseph H. Lauder Institute at the University of Pennsylvania, a research-and-teaching program on management and international relations. He holds the Dr. Felix Zandman Endowed Professorship in International Management at the Wharton School and a secondary appointment as Professor of Sociology at Penn. Esteban Garcia Canal is a professor of Management and International Business at the University of Oviedo (Spain). He is also President of the International Management Division of ACEDE and a member of the Institute of Business and Humanism at the University of Navarra.