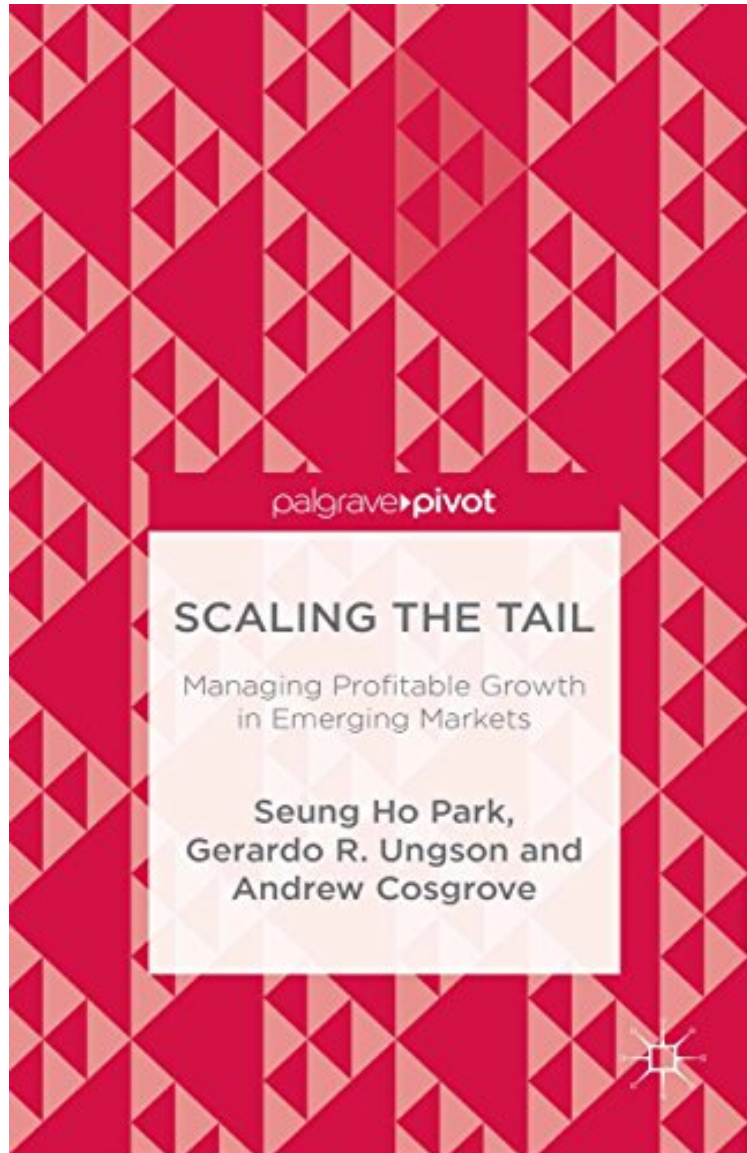


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Scaling the Tail: Managing Profitable Growth in Emerging Markets

Seung Ho Park, Gerardo R. Ungson, Andrew Cosgrove
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This book presents a framework for a different type of profitable growth for multinational companies in emerging markets: "scaling the tail." This model focuses on specialized market niches, flanking particular segments and product-

categories, developing deeply nuanced localization strategies, and installing supportive management systems.