



Building Businesses in Emerging and Developing Countries: Challenges and Opportunities (Routledge Studies in Development Economics)

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This book focuses on the challenges and opportunities facing companies in emerging and developing countries. China and India have become the primary business destination for many global companies that are looking for market opportunities and low costs of production, whilst Morocco, Dubai, Brazil, Malaysia and Russia are also being targeted. This new edited volume helps develop a better understanding of the realities of doing business in emerging and developing countries, in particular exploring the dynamics between corporations – both indigenous and multinational – and local pressures in developing, transitional and emerging economies.

The book points out the benefits and pitfalls of doing business in emerging and developing countries, as well as the adjustments that are necessary for success. It also discusses entrepreneurship in emerging and developing countries, exploring its new realities from women's entrepreneurship in Muslim countries to social entrepreneurship in developing countries. The volume also points out the new challenges for SMEs of emerging and developing countries in a global competitive environment. Finally, it analyses corporate governance from a local partner perspective and an institutional perspective.

Building Businesses in Emerging and Developing Countries will be of interest to business managers, students and researchers involved in international entrepreneurship and corporate governance.

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