

Emerging Markets: Strategies for Competing in the Global Value Chain

Robert Grosse

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ROBERT GROSSE



EMERGING MARKETS

STRATEGIES FOR COMPETING
IN THE GLOBAL VALUE CHAIN



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The traditional dominance of international markets by companies from the US, Western Europe and Japan can no longer be taken for granted. Emerging market economies, from the powerhouse Chinese economy (set to pass the US in national income by 2020) to dynamic players such as Mexico, South Africa and Indonesia, are rapidly changing the

competitive landscape. Companies who can successfully enter these emerging markets may reap rewards and benefits from cost reductions and market opportunities. By understanding their positioning in the global continuum of companies and customers - the global value chain - businesses can build their strategies for better competition, more effective resource allocation and cost reduction, and heightened awareness of risks and benefits. Packed with in-depth case studies of multinationals from both sides of emerging markets, including Accenture, Walmart, Google, Nike, Novartis, PetroChina, Embraer, Tata Group and FEMSA, *Emerging Markets* is essential reading for anyone wanting to understand the new competitive landscape and how to maximise their business opportunities there. Online supporting resources for this book include lecture slides of each chapter.

About the Author Robert Grosse is Emeritus Professor at Thunderbird School of Global Management and Dean of the School of Business Administration at American University of Sharjah, and was 2012-2014 President of the Academy of International Business. He has taught international finance in the MBA programs at Thunderbird, the University of Miami, the University of Michigan, the Instituto de Empresa in Madrid, and in many universities in Latin America and also lectures in executive education programs around the world. nbsp;