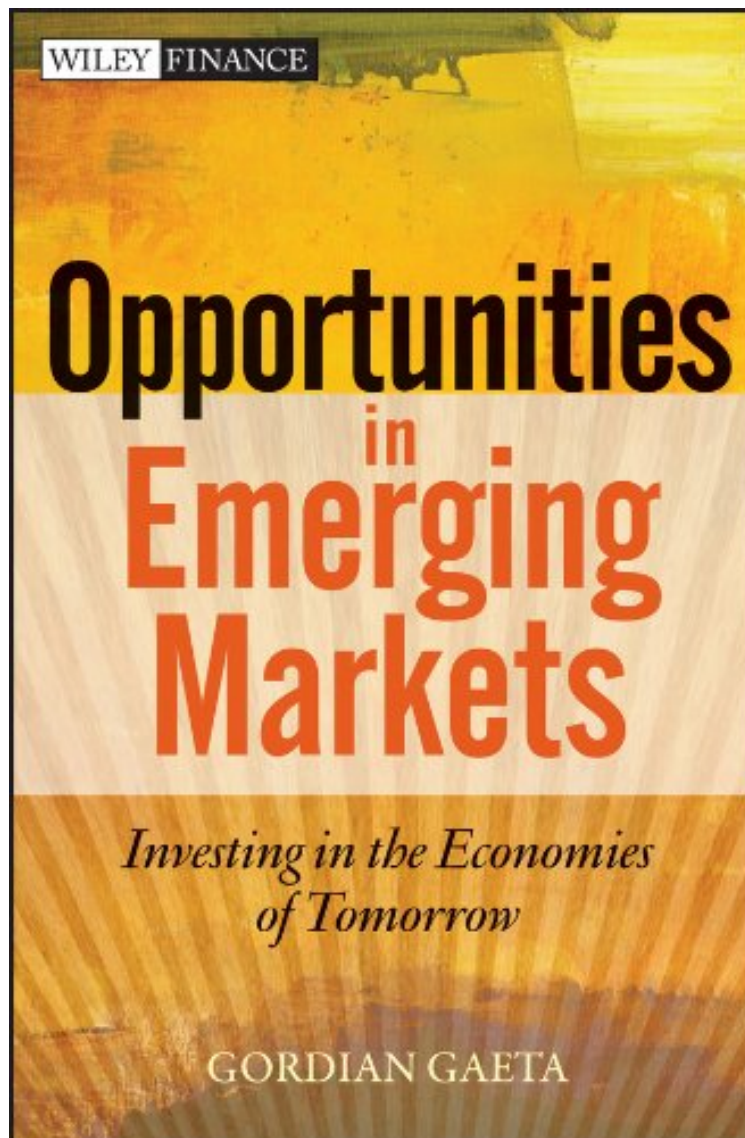


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## Opportunities in Emerging Markets: Investing in the Economies of Tomorrow (Wiley Finance)

*Gordian Gaeta*

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this book perfect for those of us who are not the One Percent, searching for a wealth building strategy. It's clear North American markets have matured, attempting to take a little to build future wealth this book has realistic hopes and expectations. A investment journey for the novice and seasoned global investors not overloaded with too much information enough for you to draw your own conclusions with how and where to invest. Add this to your collection excellent reference for the little fish trying not to be eaten by the big fish and preserving your hard earned cash building wealth.

The practical guide to investing in emerging markets Though potentially risky, investing in emerging markets can offer extremely attractive returns. Opportunities in Emerging Markets offers practical advice for investors based on the real life experiences—both positive and negative—of practitioners, pioneer investors, and local heroes with experience in frontier markets. Exploring how every developing market has its own unique regional cultures and social structures that change the way investors invest, and must be understood in order to make wise investments, the book combines standard approaches to investing with the exigencies of frontier markets to create an invaluable framework for success. A collection of useful ideas that investors—institutions, general partners, limited partners, or shareholders—can draw upon when investing money in emerging markets, the book includes essential information on one of the most attractive opportunities for beating traditional markets and investments. If access, downside, and predictability can be managed, there's a great deal of money to be made in emerging markets, and this book shows how. Both investors and investment managers need to understand fundamental success factors, real framework conditions, and hidden pitfall and in Opportunities in Emerging Markets, author Gordian Gaeta analyses these intricacies in depth. Gives investors of all kinds the information they need to succeed in emerging markets Incorporates real life experiences—both good and bad—to help readers avoid common mistakes and maximize their returns Includes interviews with Mark Mobius, Jim Rogers, Marc Faber, and other leading names in the emerging markets sector For those traders brave enough to engage in high-risk/high-return investing, Opportunities in Emerging Markets is an excellent overview of the world's toughest frontier markets and how to conquer them. Featuring interviews with some of the top investors in the field, this is the definitive guide to the perils and pitfalls of investing in these highly volatile markets.

From the Inside Flap Although it may take another few years before the true potential of less-developed economies around the world is fully realized, as an investor, you do not want to wait until the future is history. Now is the time to reflect and act. Nobody knows this better than emerging markets expert Dr. Gordian Gaeta. In Opportunities in Emerging Markets: Investing in the Economies of Tomorrow, he shares his valuable insights into the trajectory of these markets and sheds some much-needed light into what it will take to succeed in this dynamic investment arena. Divided into three comprehensive parts, this book contains an array of theoretical and practical approaches that are essential to this investment endeavor. With several contributing authors, it offers different perspectives, styles, and ideas, which reflect the multidimensional nature of investing in emerging markets, both in private and public securities around the globe. Along the way, you'll become familiar with: The inherent risks and rewards of developing economies and how emerging market investors can balance them The current state of selection of investible markets by major service providers and asset managers, the issues associated with their classifications, and the new framework you need to follow to overcome them Why developing markets are becoming a mainstream asset class and how opportunities can be found in specific regions, countries, and companies The attractive aspects of frontier markets—from faster growth to strong macroeconomic foundations and accelerated integration with the global economy—that could make them a compelling long-term investment opportunity Important on-the-ground considerations of what constitutes an investible market based on experience outside stock market rules Critical business issues in emerging markets and how to effectively operate within these markets Hard work, flexibility, and significant due diligence will be required to make the most of your investments in areas such as Southeast Asia, Sub-Saharan Africa, and Colombia, to name a few. But, with the right approach, it could be well worth it. Opportunities in Emerging Markets puts numerous investment destinations in perspective and provides you with the insights needed to profit from their potential. From the Back Cover Praise for Opportunities in Emerging Markets "With the attention of asset allocators now shifting from under-performing public bond and stock markets in the OECD economies to the emerging—or growth—markets, particularly in Asia, it is timely to have a book written by practitioners in these markets, which examines them in detail. Too often, the emerging markets have been bracketed together under various acronyms—BRIC, etc.—which hide wide differences and mask the potential and dangers that exist. It is essential to see these markets in detail and with enough solid evidence (and war stories) so future investors can grasp the opportunities that abound. This volume casts a spotlight on a number of emerging and so-called frontier economies that gives investors the beginning of a toolkit for detailed analysis and assessment." —Robert Binyon, Chairman of Aureos Capital "Gordian Gaeta has put together an impressive range of contributions on how to invest in emerging markets. As the book's thesis indicates, investing in emerging markets can be quite different from that of developed markets. But there are also patterns that one can recognize, and the authors of the book have done a good

job in describing what the patterns are. I was especially attracted by the section on China authored by Malcolm Riddell who's been working on Greater China business issues for many years. Riddell's views and recommendations are insightful and helpful to the reader." —Edward Tse, Senior Partner and Chairman, Greater China, Booz Company

"Opportunities in Emerging Markets is an excellent contribution to the understanding of the economic potential of developing countries and the great long-term investment opportunities they offer." —Marc Faber, "Doctor Gloom" (<http://new.gloomboomdoom.com>) and Director of Marc Faber Limited

About the Author

Dr. GORDIAN GAETA is an active private equity investor and advisor specializing in complex and distressed equity and alternative investments and transactions predominantly in the developing economies of Asia. He participates on boards, investment and finance committees, and in executive functions of fund managers, investment firms, and financial services companies. Gaeta started his career as a banker in several countries before becoming a management consultant. A former academic, he also lectured at several universities; served as director, professor, or dean of private academies certifying financial services professionals on investment; and co-chaired the Asian Banker Summit. Gaeta contributes regularly to an investment column as well as investment publications and is the author, coauthor, or editor of various books related to finance, business, and investing, including *Frontiers in Credit Risk* (Wiley).