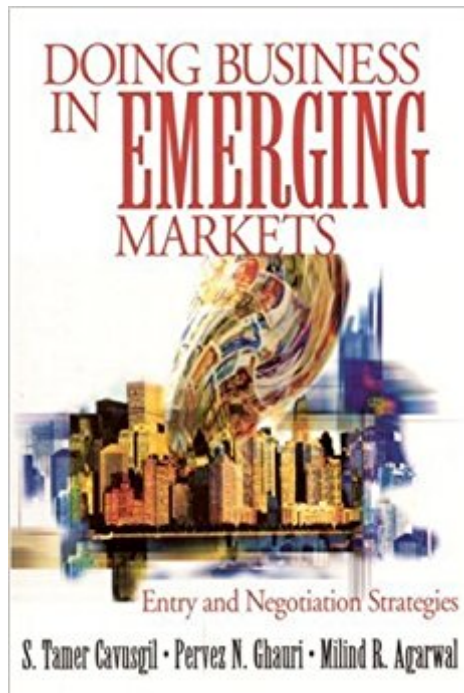




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Doing Business In Emerging Markets: Entry And Negotiation Strategies



Synopsis

Doing Business in Emerging Markets: Entry and Negotiation Strategies is an authoritative and timely guide for executives who are contemplating business in these markets. Including numerous exhibits and real-world examples, the authors explore analysis and evaluation of market potential, management of the negotiation process, and the recognition of important regional business styles and cultural issues. Students and professors in MBA or Ph.D. programs in international management, marketing, and strategy will also find this an invaluable aid to understanding emerging markets.

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Professor Cavisgil's teaching, research and administrative activities have focused on international business and marketing. His specific interests include the internationalization of the firm, global marketing strategy and internationalization of business education. In recent years, he has focused on the research development of computerized decision support systems for international business executives. Best known among these tools is CORE – a computer program for assessment of COmpany Readiness to Export. Cavusgil has authored more than a dozen books and over one hundred refereed journal articles. His work is among the most cited contributions in international marketing. He is the founding editor of the Journal of International Marketing now published by the American Marketing Association, and Advances in International Marketing published by JAI Press, Inc. He serves on the editorial review boards of a dozen

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