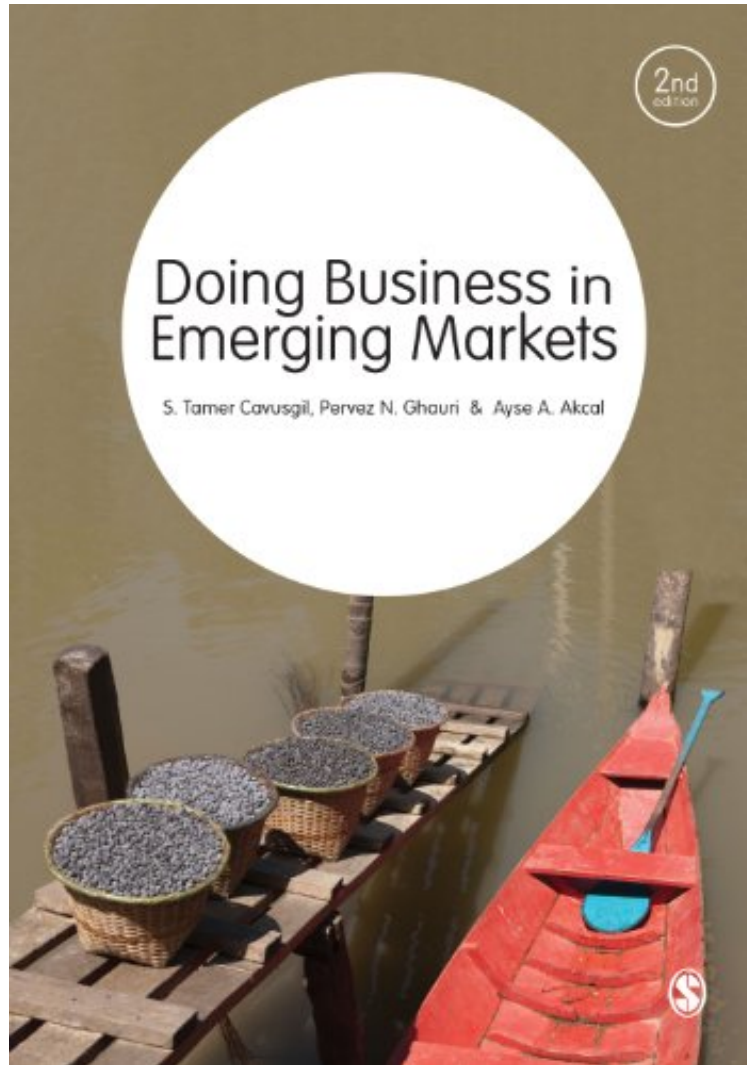


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'This book is the ultimate companion for everyone interested in how to do business in emerging markets. With half of the globe's population living there, emerging economies contribute more to the world GDP than advanced nations and grow at a much faster pace. Having shaped and witnessed Turkey's transformation from import substitution to a liberal, export-oriented economy myself, I am fully conscious of the enormous potential as markets, traders, producers and even investors. Still, foreign companies actively engaging in emerging markets have to be aware of the political, legal, cultural and economic risks which their investments might entail. The attentive reader of this book will, however be perfectly prepared for a most profitable step into the future of growth' - Mesut Yilmaz Former Prime Minister of Turkey 'A very timely book for students and managers related to business opportunities and risks inherent in emerging markets. Written by some of the foremost experts in international business, it is a comprehensive, practical and highly readable book' - Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing Goizueta Business School, Emory University, Atlanta, US 'The book is an excellent overview...[it] serves to remind us that understanding business on a global level involves factors which are hugely important, including "political stability, efficient institutions and good governance"'--Roger Bell

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About the Author

S. Tamer Cavusgil is Fuller E. Callaway Professorial Chair and Executive Director, CIBER, Georgia State University, Atlanta, GA. Tamer specializes in the internationalization of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business. Tamer's professional career spans teaching, research and administrative responsibilities in international business at Michigan State University, Bradley University, University of Wisconsin, and the Middle East Technical University (Turkey). Tamer has authored more than a dozen books and over 190 refereed journal articles. His work is among the most cited contributions in international business. His books include *International Business: The New Realities*, 2nd Ed., co-authored with G. Knight and J. Riesenberger. Tamer holds MBA and Ph.D. degrees in business from the University of Wisconsin.

Professor Pervez N Ghauri completed his PhD at Uppsala University in Sweden where he also taught for some years. At present he is Professor of International Business at King's College London. He is a Fellow of European International Business Academy. Recently, he was awarded an honorary Doctorate by Turku School of Economics and Management, Finland. Pervez has published 25 books and numerous articles. He consults and offers training programmes to a number of organisations such as BP, Airbus Industries and Ericsson. He is Editor in Chief for International Business and Editor (Europe) for the *Journal of World Business*.

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MBA from Imperial College, UK and is a PhD candidate at Kingprime;s College, London. Her research focuses on determinants of firm performance, firm capabilities, and internationalization and her PhD is centered on the analysis of emerging market firms.