

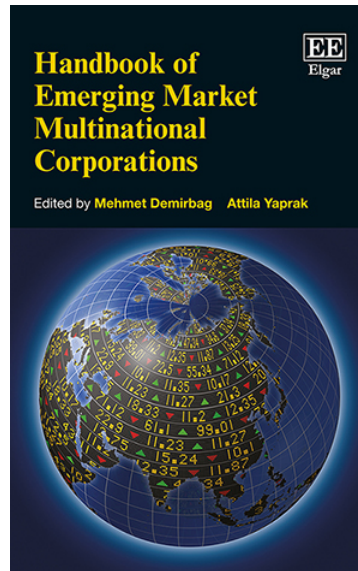


Handbook of Emerging Market Multinational Corporations

Research Handbooks in Business and Management series

Edited by Mehmet Demirbag, Professor of International Business and Deputy Dean, Essex Business School, University of Essex, UK and Attila Yaprak, Professor of Marketing and International Business and Director, Doctoral Programs, Mike Ilitch School of Business, Wayne State University, US

This Handbook, compiled by leading scholars of international business, focuses on why emerging market multinationals internationalize, how they do so, what advantages they explore and exploit as they internationalize, and what strategies they implement when competing abroad. Collectively, these contributions offer interesting insight into emerging market multinationals' internationalization drivers, growth processes, and expansion behaviour and underscore how these might be similar to and different from the international expansion of developed country internationalizing firms.



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