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the module: 45 hours Number of sessions: 30

Length of each session: 1,5 h OVERVIEW

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business in many emerging markets. You can, of course, hire interpreters and bilingual staff, but also arm yourself in other ways, like making all your promotional materials, price sheets, business cards and PowerPoint decks in the local language. Also work on your soft skills.

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Doing Business in Emerging Markets. BRICs and other major emerging markets are examined in-depth. Prominent topics regarding emerging markets such as effects of globalization,

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rise of disposable income, urbanization, economic reforms, new opportunities as well as characteristics of multinationals and domestic firms within such markets are discussed.

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by S Tamer ...

Going global is one thing, targeting emerging economies quite another. In this collection from our archives, HBS faculty discuss strategy development, government relations, exploiting local opportunities, and risk management when dealing in emerging economies. Sharpening Your Skills dives into the ...

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The middle class is rapidly gaining ground in the emerging markets, creating abundant business opportunities for Western business enterprises. Although the importance of these

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markets is now well established, they are not well understood in terms of their market potential, business customs, political and social environment, and negotiating styles.

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