



# Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth

*Alvaro Cuervo-Cazurra, William Newburry, Seung Ho Park*

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## **Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth** Alvaro Cuervo-Cazurra, William Newburry, Seung Ho Park

Emerging market multinationals are becoming leaders in their industries, able to compete on equal terms with firms from advanced economies, but their paths toward global leadership are not always smooth. This book examines the specific challenges faced by emerging market multinationals as they seek to develop their international operations and proposes actionable solutions for them. The authors seamlessly combine academic analyses with a rich selection of real-world cases to provide a clear framework for understanding some of the barriers that prevent firms from emerging economies from succeeding abroad and show readers what actions can be taken to achieve sustained international growth. With clear, concise arguments and examples that bring the discussion to life, this insightful book will appeal to managers and students alike.

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