



Breakout Strategies for Emerging Markets: Business and Marketing Tactics for Achieving Growth (Hardback)

By Jagdish Sheth, Mona Sinha, Reshma Shah

Pearson Education (US), United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. Real strategies, tactics solutions for succeeding in emerging markets now Attract non-consumers and upscale current customers Reflect local culture, tradition, and preferences across your business Make your products easier to find, buy, and use Strengthen your brand and deliver on your brand promises Engage and serve all your stakeholders Build a sustainable, profitable business How big is your emerging market opportunity? Potential annual consumption will hit \$30 trillion by 2025, with \$10 trillion in India and China alone. Emerging economies are transforming markets worldwide-attracting multinationals, strengthening domestic firms, and launching local brands onto the global stage. Best of all, there are now proven best practices for succeeding in these markets. They've been developed the hard way: through the experiences of pioneers who've learned from mistakes and listened to their customers. This book's brand stories reflect these winning strategies. You'll learn from high-profile leaders like Gillette, Levi's, Starbucks, Alibaba, GlaxoSmith-Kline, and WeChat-and from great companies you'll discover for the first time. Linking theory to practice, the authors offer expert guidance on attracting non-users, adapting products, aligning with local culture, optimizing channels, building brands, upscaling, strengthening relationships, and...



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