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Winning In Emerging Markets A

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Winning In Emerging Markets: A Roadmap for Strategy and Execution is a book written by Harvard Business School professors, Tarun Khanna and Krishna Palepu. It was published in 2010 by Harvard Business School Press.

Winning in Emerging Markets - Wikipedia

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Emerging-market leaders like Coca-Cola, Uni-lever, Colgate-Palmolive, Groupe Danone and PepsiCo earn 5% to 15% of their total revenues from the three largest emerging markets in Asia: China, India and Indonesia.

How to Win in Emerging Markets

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Why MNCs Are Still Winning Big in Emerging Markets

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