

## Business, Society and Politics

### Multinationals in Emerging Markets

International Business and Management

Amjad Hadjikhani

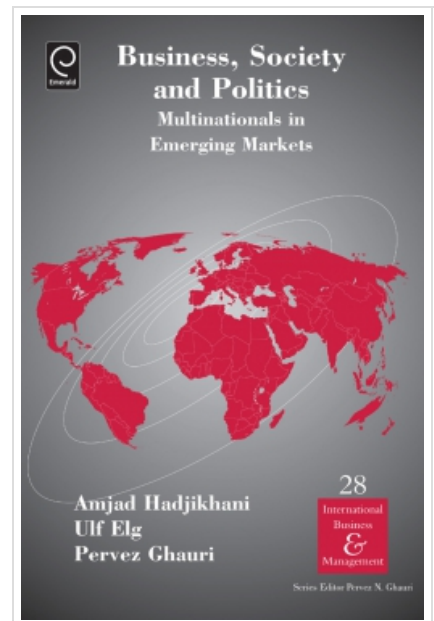
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## About the Book

This volume looks at interaction between business firms and socio-political actors in emerging markets - and how this relationship can be managed - and deals with the interconnection between the socio-political organizations in emerging markets and MNCs. Inferring to different business perspectives, the volume includes papers studying firms' strategic actions towards socio-political organizations, i.e. the interplay with socio-political actors and how this affects firms' competitive advantage in a particular market. The book discusses this in relation to a number of critical strategic areas such as brand building, market orientation and CSR. It also offers a number of practical illustrations from empirical studies from different markets. In this volume different authors contribute chapters focusing on diverse empirical and theoretical aspects covering the impact of socio-political environments on the success of international firms.



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