

Palgrave Studies of Internationalization in Emerging Markets

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Emerging market nations such as Russia, Brazil, China, South Africa and India as well as Eastern European territories, are in the process of changes and growth that require specific study and attention. The international business strategies employed in these territories target new opportunities, the study of which provides scholars the opportunity to evolve international business theory.

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Jorma A. Larimo · Marin A. Marinov ·
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Editors

International Business and Emerging Economy Firms

Volume II: European and African
Perspectives

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