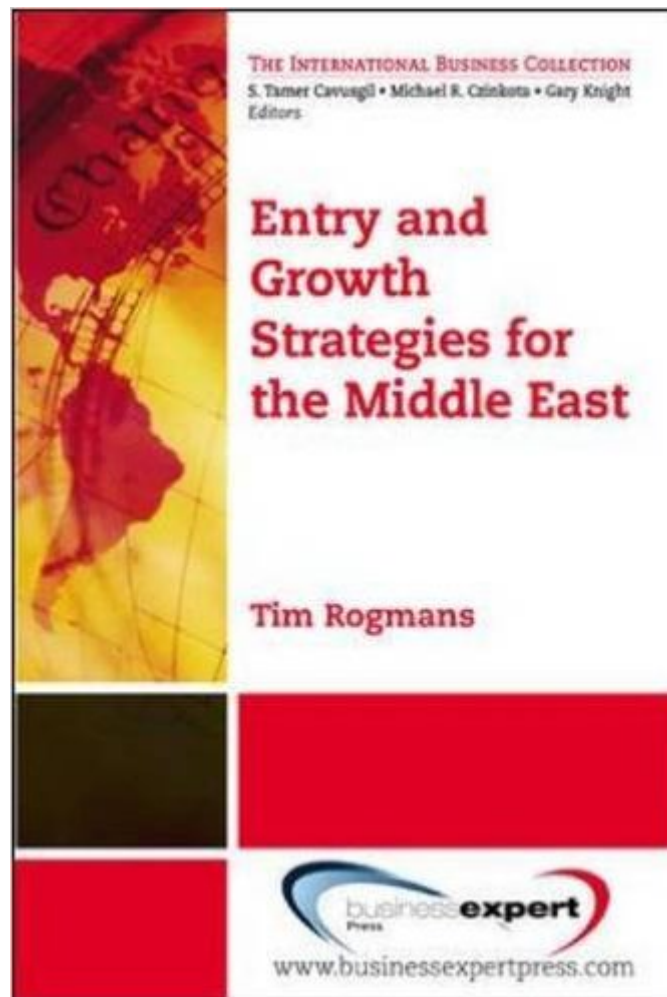


The book was found

# The Emerging Markets Of The Middle East: Strategies For Entry And Growth (International Business Collection)



## Synopsis

Over the next decade, the economies of the Middle East will continue to be characterized by rapid growth, political turmoil, and increasing competitive intensity. International investors have the choice of either ignoring the region all together and bypassing business opportunities with great potential, or to make a careful assessment of which countries to enter and how to enter them successfully. This book is the first of its kind to include the information, insights and frameworks that are required to develop entry and growth strategies for the Middle East in the new turbulent environment following the global economic crisis and the Arab Spring. The first part of the book provides an in-depth analysis of the major developments that determine the business environment of different countries in the region, including a discussion of major social and economic developments, the impact of the rise multinational companies from the Middle East, and the role played by institutions and political risk. The second part deals with each of the major decisions that a company planning to grow in the region needs to make: Which countries to enter? What is the right entry mode and ownership structure? How to choose between a Greenfield operation and an acquisition? The book concludes valuable and practical advice on the process of setting up operations in the Middle East.

## Book Information

Series: International Business Collection

Paperback: 145 pages

Publisher: Business Expert Press (October 15, 2012)

Language: English

ISBN-10: 1606492055

ISBN-13: 978-1606492055

Product Dimensions: 0.2 x 6 x 8.8 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #1,808,198 in Books (See Top 100 in Books) #394 inÂ Books > Business & Money > Management & Leadership > Consolidation & Merger #2324 inÂ Books > Business & Money > Economics > Development & Growth #5965 inÂ Books > Business & Money > International

## Customer Reviews

The book offers a concise but valuable overview of the key elements to be considered in formulating an entry strategy into the Middle East. It's well written, easy to follow and an important tool for

businesses seeking to develop and grow their operations in this increasingly important emerging market.

It will be one of your most easy going books to read for class.. i had it for an IB course

[Download to continue reading...](#)

The Emerging Markets of the Middle East: Strategies for Entry and Growth (International Business Collection) Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Stocks (Step by Step Investing Book 4) Entry Strategies for International Markets The Economist Guide to Emerging Markets: Lessons for Business Success and the Outlook for Different Markets (Economist Books) Greater Middle East Region: Including Afghanistan, Pakistan, Libya and Turkey (Hammond Greater Middle East Region Map) High Probability Trading Strategies: Entry to Exit Tactics for the Forex, Futures, and Stock Markets Private Equity Investing in Emerging Markets: Opportunities for Value Creation (Global Financial Markets) Harley Loco: A Memoir of Hard Living, Hair, and Post-Punk, from the Middle East to the Lower East Side Doing Business in Emerging Markets Growth Hormones and Growth Factors in Acromegaly and Beyond: 4th International Workshop on "Highlights in Basic and Clinical Neuroendocrinology", Athens, November 2005: Proceedings Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Empires of Coal: Fueling China's Entry into the Modern World Order, 1860-1920 (Studies of the Weatherhead East Asian Institute) Breaking the WTO: How Emerging Powers Disrupted the Neoliberal Project (EMERGING FRONTIERS IN THE GLOBAL ECONOMY) The Changing Face of Church: Emerging Models of Parish Leadership (Emerging Models of Pastoral Leadership) Nuclear Weapons and Arms Control in the Middle East (BCSIA Studies in International Security) Winning in Emerging Markets: A Road Map for Strategy and Execution Cracking the Emerging Markets Enigma (Financial Management Association Survey and Synthesis) Retailing in Emerging Markets TOP 101 Growth Hacks: The best growth hacking ideas that you can put into practice right away

[Dmca](#)