



Emerging Markets Rule: Growth Strategies of the New Global Giants

Mauro Guillen, Esteban Garcia-Canal

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SEIZE THE ADVANTAGE IN THE GLOBAL WAR FOR MARKET SHARE

Winner of the 2013 Small Business Book Award - Top 10 Overall

The newest economic behemoth, China, is snatching market share from the U.S., Japan, and Europe at an alarming rate. But China isn't alone. The world's largest producers of biofuel, meat, consumer electronics, regional jets, baked goods, candy, and many other products are all emerging market multinationals (EMMs). And industries poised to be taken over by EMMs include personal computers, IT services, mining, wind turbines, and cement.

The balance of power in the global economy is shifting.

Are you in a position to compete with the most energetic, imaginative companies on the planet?

In *Emerging Markets Rule*, two experts on the global shift in economic hegemony explain what is happening, why it is happening--and how you can prevent it from happening to you. The authors provide an action plan based on leaner, more operationally proficient ways for maintaining the competitive advantage based on seven new axioms of global competitiveness:

- Execute, strategize, and execute again
- Cater to the niches
- Scale to win
- Embrace chaos
- Acquire smart
- Expand with abandon
- No sacred cows!

Emerging market multinationals are here to stay; they're not going to go away, even when the global economy rights itself. "What began as a necessity--a kind of guerilla-business warfare against the corporate superpowers--has now evolved into best practices and is on its way to becoming what everyone needs to know," the authors write. "Simply put, down is up. The weak have become strong."

You need to learn these new "best practices" now because tomorrow will be too late. *Emerging Markets Rule* is your road map for business success in the increasingly competitive, chaotic global markets.

"Emerging-market multinationals have reshaped global competition. Using well-articulated views duly substantiated with facts, this book explains why and how they have become formidable players in both high-technology and traditional industries. This book is a worthy read for businesses and individuals alike seeking to comprehend the phenomenon of the emerging market multinational." -- S. D. Shibulal, CEO and Managing Director , Infosys

"This book shows the strength and potential of companies that stand out in emerging markets, reaffirming entrepreneurship, innovation, and sustainability as fundamental factors for the outbreak of global competitors." -- Alessandro Carlucci , CEO, Natura Cosmeticos

"The authors have touched on an important idea that emerging market growth can often be tapped by companies located in those markets. This is an essential book leading us to identify the niche markets and strategies for those emerging markets. A must for all international companies with growth ambitions." -- Leonard A. Lauder, Chairman Emeritus, The Estee Lauder Companies

"A must-read for any company on its way to becoming a global one. You will learn from companies that have developed unique ways of competing in tough markets such as China and India." -- Jorge Zarate , China General Manager, Grupo Bimbo



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