



Handbook of Emerging Market Multinational Corporations (Research Handbooks in Business and Management series)

By Mehmet Demirbag, Attila Yaprak

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The *Handbook of Emerging Market Multinational Corporations* focuses on why emerging market multinationals internationalize, how they do so and the advantages they explore and exploit as they internationalize. The *Handbook* highlights the requirement for new perspectives on theory and managerial practice to better comprehend this phenomenon.

Internationalizing firms from emerging markets are sweeping the global economy. Here, expert contributors offer interesting insight into emerging market multinationals internationalization drivers, growth processes and expansion, and underscore similarities and differences between developed and emerging country internationalizing firms. Case studies from emerging market economies are presented, including corporations from China, Egypt, India, Thailand, Russia, and South Africa. Revised perspectives on internationalization theory are proposed, addressing changing global value chain configurations, institutional distance between home and host countries, the role of governments and preferred modes of entry into foreign markets.

This theoretical, empirical and conceptual work is a fundamental point of reference for students and academics interested in business, economics and internationalization theory. Practitioners in internationalizing firms and policy makers within government and non-governmental organizations will find this discerning book to be of great value.

Contributors include: Y. Aharoni, F. J. Contractor, A. Cuervo-Cazurra, M. Demirbag, L. Fernández-Méndez, L. Gao, E. García-Canal, M. F. Guillén, K. Kalotay, E. Lioliou, X. Liu, K. Meyer, S.R. Nair, P. Pananond, R. Ramamurti, J.N. Sheth, R. Singh, Y. Wei, G. Wood, Y. Wu, A. Yaprak

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Editorial Review

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