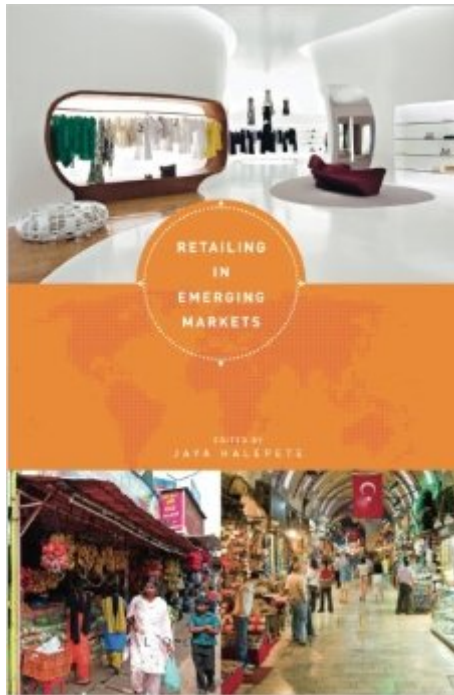


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Retailing In Emerging Markets



Synopsis

Emphasizing the apparel and beauty industries, *Retailing in Emerging Markets* provides an in-depth study of the retail landscape within Brazil, Romania, China, India, Russia, Turkey, Thailand, and Mexico. Each chapter focuses on a single country, discussing the organization of its retail industry, analyzing consumer behavior, and presenting strategies for effectively entering its market. Readers will emerge armed with a deeper understanding of the political, economic, and cultural factors driving each market—an understanding essential for building and maintaining a competitive edge in today's global retail environment. Instructors, contact your Sales Representative for access to Instructor's Materials.

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