



Emerging Economies and Firms in the Global Crisis

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An exploration into the impact of the global crisis on emerging economies and firms and their responses to it. The ways in which the leading emerging economies of Brazil, Russia, India and China (BRIC) are dealing with the challenges of the global crisis are complemented by the approaches applied by countries and firms from Central and Eastern Europe. This is a pioneering volume shedding light on the successful international activities of the emerging economies in the global crisis. Offering a variety of perspectives, the chapters deal with the successful application of specific modes of market entry of BRIC economies in developed countries and the ways in which Russian, Indian, Chinese, and also Polish, Slovene and Estonian firms have coped with the challenges of the global crisis.

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