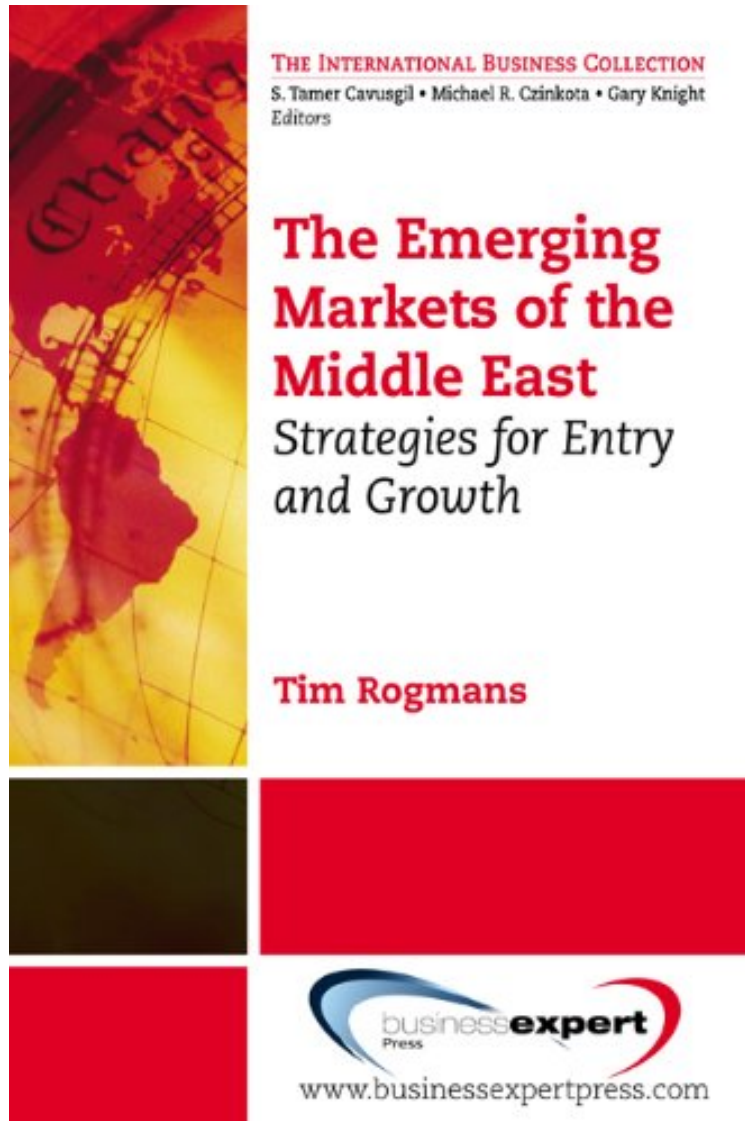


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## The Emerging Markets#10;of the Middle East: Strategies for Entry and Growth (International Business Collection)

*Tim J. Rogmans*

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read for class.. i had it for an IB course2 of 2 people found the following review helpful. Valuable ResourceBy Tarek FadlallahThe 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.

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 either to ignore the region all together and bypass 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 this 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 in 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? This book concludes with valuable and practical advice on the process of setting up operations in the Middle East.

About the AuthorTim Rogmans is assistant professor at the College of Business at Zayed University in Dubai, United Arab Emirates. He previously worked in Europe as a strategy consultant and as senior manager for Atradius Credit Insurance. He has been working in management education and consulting in the Middle East since 2005. He holds a Bachelor s degree from the London School of Economics, an MBA from INSEAD, and a PhD from Nyenrode University.