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Rising Stars in Emerging Markets (Paperback)

By Yogesh Borkar

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In Rising Stars in Emerging Markets, Yogesh Borkar explores two overlooked and under-researched realms of the global economy - countries showing exceptional promise of growth within emerging markets, and companies showing strong growth within an emerging market (EM) - to catch rising stars and bring them to light as potential future market leaders carving out niches that could pose challenges to the McDonald s, Wal-Marts and Nestles of the world. Brazilian dental care company Odontoprev, supermarket Puregold Price Club in the Philippines, Mahindra Finance in India, and South African health and beauty retailer Clicks Group are just a few of the many examples of dark horses Borkar has observed running up from the rat race of an uncertain world economy, capitalizing on growing young populations and other demographic and economic changes in their respective regions. Borkar also includes a few examples of frontier markets like Zenith Bank in Nigeria and auto retailer Kolao in Laos that have good long-term growth potential. These are all examples of companies and countries on the cusp of moving to the next economic stratum. While...



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