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markets—and then quickly
gaining a competitive edge
in those high growth
regions.

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Markets, these leading
scholars on the subject
present a decidedly
different framework for
making this crucial choice.
The authors argue that the

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primary exploitable characteristic of emerging markets is the lack of institutions (credit-card systems, intellectual-property adjudication, data research firms) that facilitate efficient

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that did not matter in their
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markets and c) Challenges
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acquire talent. These markets comprise more than half of global GDP growth and around 40% of global GDP. The future leaders in many global industries will be those companies that can best serve these markets.

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markets depends heavily on
the quality of talent and

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the local organization. Winning MNCs invest in attracting and developing local talent at all levels. In addition to training, some MNCs offer programs to encourage the personal growth and long-term success

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Why MNCs Are Still Winning Big in Emerging Markets
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