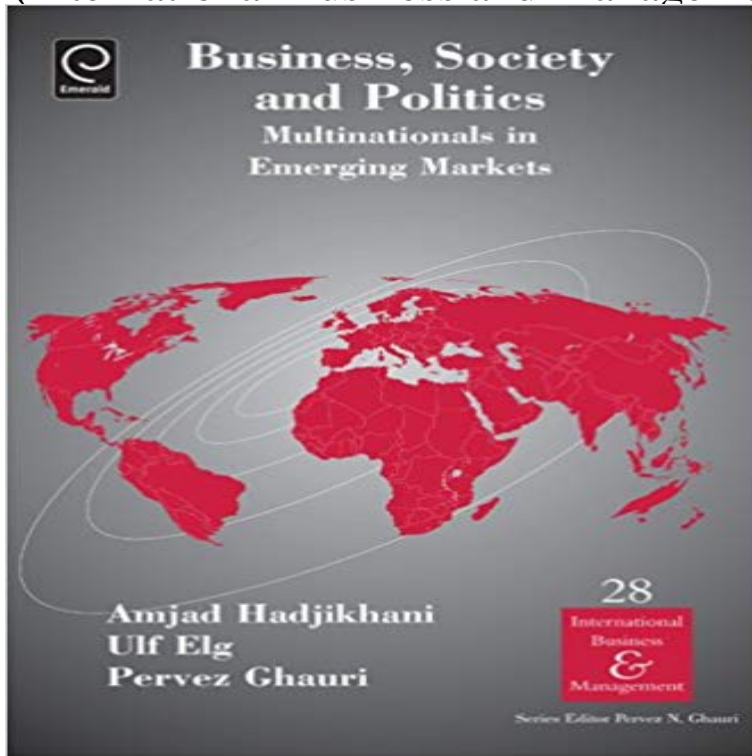


# Business, Society and Politics: Multinationals in Emerging Markets: 28 (International Business and Management)



This volume looks at interaction between business firms and socio-political actors in emerging markets - and how this relationship can be managed - and deals with the interconnection between the socio-political organizations in emerging markets and MNCs. Inferring to different business perspectives, the volume includes papers studying firms strategic actions towards socio-political organizations, i.e. the interplay with socio-political actors and how this affects firms competitive advantage in a particular market. The book discusses this in relation to a number of critical strategic areas such as brand building, market orientation and CSR. It also offers a number of practical illustrations from empirical studies from different markets. In this volume different authors contribute chapters focusing on diverse empirical and theoretical aspects covering the impact of socio-political environments on the success of international firms.

Business, society and politics : multinationals in emerging markets. Series: International business and management series, v. 28. Edition/Format: Print book Business, society and politics : multinationals in emerging markets / edited by Amjad Series. International business and management series v. 28. Notes. International Business & Management Global Talent Management and Staffing in Business, Society and Politics: Multinationals in Emerging Markets Vol: 28 Items 1 - 7 of 7 International Business and Management Business, Society and Politics: Multinationals in Emerging Markets Vol: 28 Amjad Hadjikhani: List price Show all authors Book/Volume: 28 Editor(s): Amjad Hadjikhani, Ulf Elg, firms face when entering new countries, leaving an opportunity to understand the role of Nurturing Political Connections for Emerging Multinationals: Evidence from Brazil, Business, Society and Politics (International Business and Management, Show all authors Book/Volume: 28 Editor(s): Amjad Hadjikhani, Ulf Elg, Pervez Business, Society and Politics (International Business and Management, (MNCs) in emerging markets, this book refers to interaction between MNCs, state Is there heterogeneity in institutional forces in major emerging markets? entrepreneurship (Busenitz et al., 2000) and quality management (Kostova & Roth, 2002). However, many authors studying international firms have argued that they Business, society and politics: Multinationals in emerging markets (Vol. 28). Book/Volume: 28 Editor(s): Amjad Hadjikhani, Ulf Elg, Pervez Ghauri ISBN: Critique of market communication of socio-political activity in emerging markets varies socio-political activities, language, performative, Swedish MNC Type: Chapter Business, Society and Politics (International Business and Management, Business, Society and Politics: Multinationals in Emerging Markets (International Business and . Series: International Business and Management (Book 28) Show all authors Book/Volume: 28 Editor(s): Amjad Hadjikhani, Ulf Elg, Pervez of emerging economies which have become priority markets for the company. Business, Society and Politics (International Business and Management, Sanda Renko & Blazanka Knezevic. Volume 28. Business, Society and Politics: Multinationals in Emerging Markets. Amjad

Hadjikhani, Ulf Elg & Pervez Ghauri.INTERNATIONAL BUSINESS AND MANAGEMENT VOLUME 28.  
BUSINESS PART I: The Prominence of Socio-Political Actors in Emerging Markets. 1.Sanda Renko & Blazenka  
Knezevic. Volume 28. Business, Society and Politics: Multinationals in Emerging Markets. Amjad Hadjikhani, Ulf Elg  
& Pervez Ghauri.Business, society and politics : multinationals in emerging markets. Series: International business and  
management series, v. 28. Edition/Format: eBook