

First Steps to Success in Emerging Markets

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Abstracts

The first and most important step to successfully launching a product is to pick the markets that are right for your business. Too many companies fail to do their due diligence regarding pre-market entry and then pay the price in poor sales and unforeseen complications. Euromonitor International has developed a four pillar model to bring methodological clarity to selecting emerging markets. An emerging market strategy is a long term one, and step one on the path to success is to choose wisely...

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