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Emerging Mobile Markets

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The aim of the report is to provide as complete an overview of the Emerging Mobile Markets around the world. Rather than focus on the largest markets – frequently bracketed as Brazil, India and China – our intention in this survey is also to include and identify the next tier of the fastest growing mobile markets around the world, not just the countries with the largest population base.

This report is also focussed on individual mobile operators rather than the market as a whole, as it seeks to explain why a particular mobile operator invests in a sector and also how a provider is able to produce growth from a market that others do not. In the Table of contents box below we provide a list of the 34 countries that are surveyed in this report

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ACKNOWLEDGEMENTS

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