

Cambridge University Press

978-1-107-03255-2 - The Competitive Advantage of Emerging Market Multinationals

Edited by Peter J. Williamson, Ravi Ramamurti, Afonso Fleury and Maria Tereza Leme Fleury

Copyright Information

[More information](#)

The Competitive Advantage of Emerging Market Multinationals

Edited by

PETER J. WILLIAMSON, RAVI RAMAMURTI,
AFONSO FLEURY AND MARIA TEREZA LEME
FLEURY



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press

978-1-107-03255-2 - The Competitive Advantage of Emerging Market Multinationals

Edited by Peter J. Williamson, Ravi Ramamurti, Afonso Fleury and Maria Tereza Leme Fleury

Copyright Information

[More information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

Published in the United States of America by Cambridge University Press, New York

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107032552

© Cambridge University Press 2013

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2013

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication data

The competitive advantage of emerging market multinationals / Edited by Peter J. Williamson, Ravi Ramamurti, Afonso Fleury and Maria Tereza Leme Fleury.
pages cm

ISBN 978-1-107-03255-2 (Hardback) – ISBN 978-1-107-65941-4 (Paperback)

1. International business enterprises—Developing countries. 2. Competition, International. I. Williamson, Peter J., editor of compilation. II. Ramamurti, Ravi, editor of compilation. III. Fleury, Afonso Carlos Corrêa, 1947– editor of compilation. IV. Fleury, Maria Tereza Leme, editor of compilation.

HD2932.C65 2013

338.8'891724—dc23

2012036020

ISBN 978-1-107-03255-2 Hardback

ISBN 978-1-107-65941-4 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.