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978-1-107-07314-2 - Emerging Market Multinationals: Managing Operational Challenges for Sustained International Growth

Alvaro Cuervo-Cazurra, William Newburry, and Seung Ho Park

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# Emerging Market Multinationals

Managing Operational Challenges  
for Sustained International Growth

ALVARO CUERVO-CAZURRA, WILLIAM  
NEWBURRY, AND SEUNG HO PARK



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