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The Big Ten: The Big Emerging Markets and How They Will Change Our Lives

By Jeffrey E. Garten

The Perseus Books Group, United States, 1998. Paperback. Book Condition: New. Reprint. 201 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.A dramatic transformation of global power is under way, one only dimly recognized by most Americans. As economics and trade now loom larger than nuclear stockpiles or Cold War ideology, those countries with the fastest growing economies have begun to rewrite the rules of power and influence in the world. These nations are the Big Emerging Markets, and for too long we have failed to recognize their importance. We can no longer afford that luxury. The Big Ten is the essential guide to the ten most important Big Emerging Markets. Jeffrey E. Garten, the Dean of the Yale School of Management and the former Under Secretary of Commerce for International Trade, explains who they are, why they have burst onto the world scene, and how they will reshape the world in the twenty-first century. The ten countries to watch are spread across the globe: Mexico, Brazil, and Argentina in the Americas; China, India, Indonesia, and South Korea in Asia; Poland and Turkey in Europe; and in Africa, South Africa. The Big Ten are bigger than...



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