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Marketing Issues and Challenges in Transitional Economies. Rajeev Barra. No 12, William Davidson Institute Working Papers Series from William Davidson Institute at the University of Michigan Thus, the book is a unique collection of cutting-edge scholarship on the various aspects of marketing in transitional economies. It will prove valuable reading to academics, policymakers, and international business strategists. This book examines issues facing marketing managers and scholars as the markets in the "transitional economies," or TEs (China, the Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Vietnam and others), become more deregulated and open. As the markets in transitional economies open and grow, major challenges and opportunities arise for multinational firms entering these markets, local firms facing these new competitors, and policymakers seeking to increase the ability of all firms to compete fairly and efficiently. Yet despite