



# **The Process of Internationalization in Emerging SMEs and Emerging Economies (The McGill International Entrepreneurship series)**

*Hamid Etemad*

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## **The Process of Internationalization in Emerging SMEs and Emerging Economies (The McGill International Entrepreneurship series) Hamid Etemad**

This book, the fourth volume in the *McGill International Entrepreneurship Series*, brings together 27 top scholars to explore the structural complexities, evolving relations and dynamic forces that are shaping a new system of multi-polar, multi-level international business relations. It examines entrepreneurial efforts and relations in different national and corporate cultures, each embedded in and also constrained by country-specific socio-economic structures and each vying for consumer attentions in competitive global markets.

The new millennium has experienced much rapid change, much of it implicit, intangible and not covered by the headlines of the popular press. The bipolar business system of the 20th century that prioritized the relationship between firms and consumers of developed countries is giving way to an emerging multi-polar and multi-level international system that considers consumers and companies in developing economies as well. In this book, scholars from around the world analyze the nascent architecture and relations in this quickly evolving system. They explore the structural complexities, evolving relations, and dynamic forces that are shaping and re-shaping the new system and examine entrepreneurial efforts and relations that cement its structure. The chapters in this volume portray the operating conditions of firms across 14 emerging country environments and industries ranging from basic foods and information technology to complex business processes.

Students and professors of international business, entrepreneurship, marketing and management studies will find this volume an indispensable addition to the literature.

**Contributors:** C.F. Agapito, D. Bek, T. Binns, K. Brydon, W. Coyle, L.-P. Dana, E. Dmitrienko, U. Dornberger, H. Etemad, C. Felzensztein, T. Galkina, F. Ghanatabadi, C. Keen, D. Khanduja, K.K. Leung, R.B. McNaughton, V. Minina, M.N.U. Nabi, E. Nel, J. Olavarría, C. Richardson, A. Shatalov, G. Shirokova, R. Singh, J.A. Sy-Changco, T. Vissak, M. Yamin

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