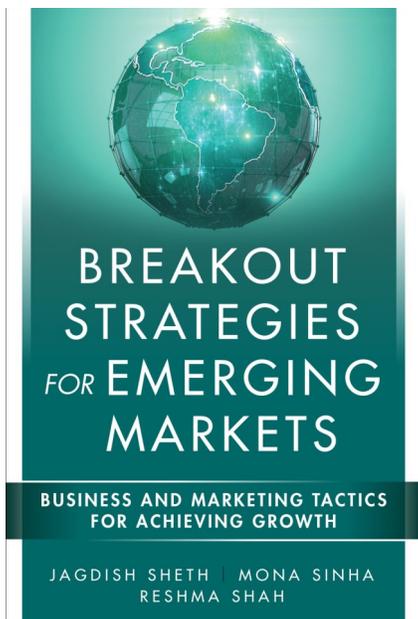


Business and Marketing Tactics for Achieving Growth



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Emerging markets offer the biggest growth opportunity in the history of capitalism. **Breakout Strategies for Emerging Markets** demonstrates how companies can succeed in these markets, unfazed by the ups and downs of the global economy.

This book integrates insights drawn from the authors' extensive primary research worldwide, their pioneering academic research and case development, practical consulting and management experience.

AVAILABILITY

Print and eBook formats

Safari Books Online subscription service

Booksellers and online retailers including Amazon and bn.com

Direct from Pearson at **informit.com**

By observing how companies practice breakout marketing in emerging markets across the world and connecting their experiences to theoretical frameworks, this book traverses a creative path between theory and practice and introduces a new paradigm for marketing strategy. This book contributes to marketing thought and practice by offering eight strategies for companies competing in emerging markets. This will be the first book to offer such a comprehensive, strategic marketing perspective tailored to emerging markets.

PRAISE FOR THE BOOK

If every global marketing company applied the principles in this new and important book, I have no doubt that millions of consumers in emerging countries will achieve a higher standard of living and the global marketing companies will all achieve increased sales and profitability.

Philip Kotler, S. C. Johnson & Son Distinguished Professor of Marketing, Kellogg School of Management, Northwestern University

Never have I seen the underlying drivers of success in emerging markets uncovered and communicated more effectively. The consumer and environmental factors discussed are the most often overlooked when setting strategy in emerging markets. The strategies advanced are real-world applicable and capture critical learning for success in emerging markets.

Mike Shattuck, Former President, Focus Brands International

This is an essential compass for navigating the enormous possibilities and the many pitfalls of emerging markets. This is a well-researched and thoughtful guide-book to the challenges of converting non-users to users at scale. The authors emphasize an out-side in approach that puts the reader in the shoes, boots and sandals of the potential consumers before taking action.

George Day, Geoffrey T. Boisi Professor Emeritus, Wharton School of Business, University of Pennsylvania

Sheth, Sinha, and Shah have developed a highly practical and comprehensive guide to navigating the complex challenges and achieving growth in emerging markets. Their book is a must read for anybody who is working in or wanting to enter emerging markets.

Cynthia Kantor, Senior Executive, Global Product Line Leader, GE Power Services

Concepts like Breakout Strategies and 4As marketing are simple yet very powerful and pragmatic concepts that companies can benefit from. A brilliant blend of simple frameworks and well-articulated examples that brings the story to life very effectively.

Stan Sthanunathan, Executive Vice President, Consumer and Market Insights at Unilever

DISCOVER HOW TO ...

- Convert Non-users to Users
- Create Functional Fusion
- Design Cultural Fusion
- Democratize the Offer
- Upscale the Offer
- Manage Reach
- Reinvent Reach
- Build Product Awareness and Brand Identity
- Engage Stakeholders