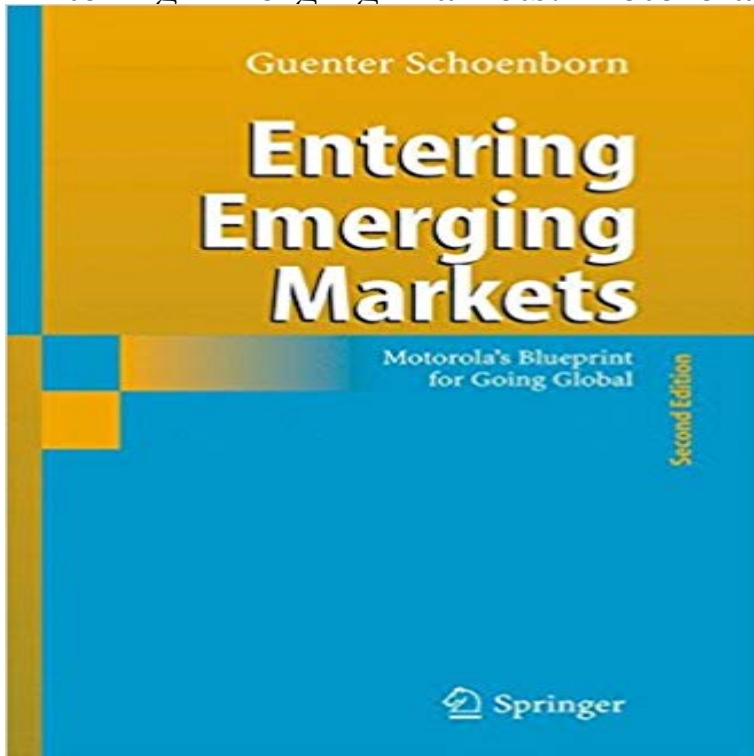


Entering Emerging Markets: Motorolas Blueprint for Going Global



This book describes the strategies and processes of a multi-national US corporation applied in entering emerging markets around the globe. It details the structured approach, innovative ways and concerted efforts involved. Executives learned how to gain footholds in unknown territory and how to deal with complexity and diversity. This process was strongly supported by sharing of learning and resources within the company, and with the local partners, thus creating mutual added value.

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