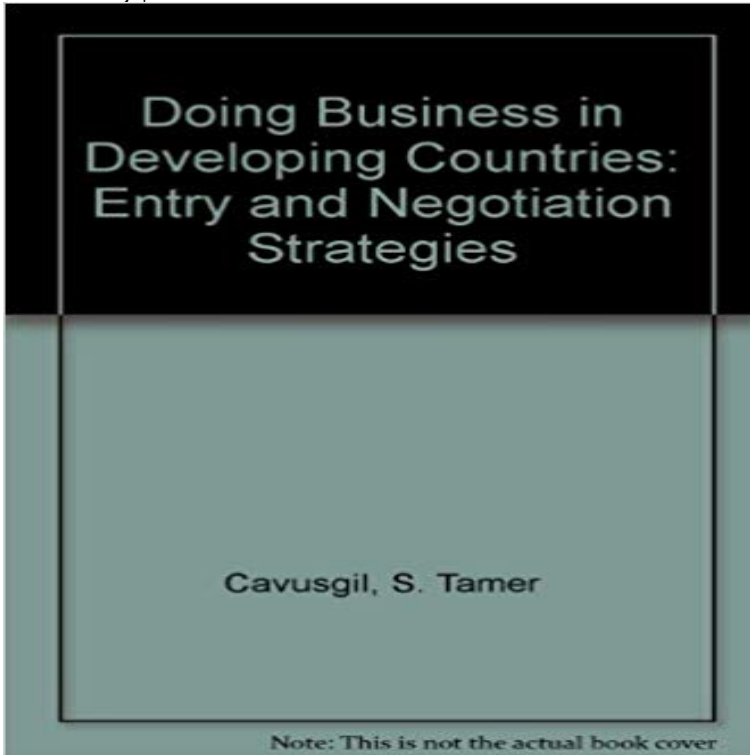


# Doing Business in Developing Countries: Entry and Negotiation Strategies



As they contain more than three-quarters of the world's population, the countries of the Third World represent increasingly important markets for Western businesses. It remains true, however, that many Western business executives lack a thorough understanding of the business customs, the decision-making processes, political and social environments, and negotiating styles of the developing world. As a result, the market potential of developing countries remains largely untapped. To remedy this *Doing Business in Developing Countries* has been written primarily for Western executives planning or engaged in business in the Third World. It covers the reasons for doing business in developing countries, the forms of entry available to Western organizations, the planning considerations involved, and important lessons on successful negotiation. Throughout the text the discussion of opportunities and obstacles is supplemented with numerous examples and case studies drawing upon both authors' practical and research experience in Asia, Africa and the Middle East.

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