

# Brand Breakout How Emerging Market Brands Will Go Global

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emerging markets, not just China, as they trawl for global opportunities to expand beyond their local geographies In our book Brand Breakout: How

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are emerging from these rapidly developing Far East economies The stories of these new MNCs are well described in a series of recently published books including The Emerging Mar-kets Century, The New Emerging Market Multinationals, and Brand Breakout: How Emerging Market Brands Will Go Global Tai-wan’s Acer brand and China’s Lenova brand

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Kumar, N and J-B EM Steenkamp (2013), Brand Breakout: How Emerging Market Brands Will Go Global (Palgrave/Macmillan) Translation rights for Simple Chinese Dutch, and Turkish 3 Kumar, N and P Puranam (2011), India Inside: The Emerging Innovation Challenge to the West (Harvard Business Review Press) Translated into Simple Chinese

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