



# Eurasia's Emerging Megamarkets: Building Your Tomorrow in China, India, and Russia

*Dr. Paul Fischer*

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Eurasia's Emerging Megamarkets: Building Your Tomorrow in China, India, and Russia by Paul Fischer is a groundbreaking book for anyone doing business in today's global economy. Author Fischer introduces the concept of Eurasia as a strategic entity for long-term positioning and a viable complement to investments in industrialized countries. The book describes a comprehensive, not piecemeal (e.g., only China), approach to internationalization by methodically showing readers how to leverage Eurasia's main markets, not simply through exports, but through systematic investment to acquire key accounts and to establish strategic alliances. Written with business leaders, university faculty, and policymakers in mind, and based on real project experience, the book offers comparative information on 16 industries and proposes a 6-step approach to secure leadership. This primer is necessary reading for anyone planning to expand into high-growth economies that are less affected by the financial crisis.

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