



Leveraging Cultural Diversity in Emerging Markets

Marcus Goncalves, Finn Majlergaard

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Leveraging cultural diversity is an important element for competing in the global market. Understanding the overall macroeconomic landscape of emerging and frontier markets enables corporations and international business professionals to fully realize the potential for strategic globalization. Most transnational and multinational corporations have made substantial progress in their globalization efforts by establishing operations in several countries and offshoring certain processes to countries with capabilities and growth potential. However, while these recent globalization efforts have their roots in cost arbitrage, successful companies must understand that globalization can be a means for shoring up competitive advantage to diversify intellectual capabilities and growth and improve quality enhancement opportunities. This book looks at how one can move forward from the current situation. Most people still see cultural differences as a barrier to success. The authors demonstrate how one can, instead, leverage from the cultural diversity and create better, more competitive companies, better leaders, and hopefully a safer and more sustainable world.

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