

REINVENTING MARKETING for EMERGING MARKETS

With established markets becoming saturated, multinational and transnational corporations are increasingly turning to emerging markets in the developing world consisting of a bloc of countries in South America, Eastern Europe, Africa and Asia. However, operating and reaching four billion people in these markets poses both tremendous opportunities and unique challenges for multinational and transnational corporations, as conventional wisdom about global capabilities and subsidiary strategies in emerging markets may not be appropriate. This is throwing up new challenges for corporations in particular, to reinvent their marketing models in order to transform global, social and environmental challenges into new market opportunities.

The Center for Customer Management at the FORE School of Management, New Delhi organized the *FORE International Marketing Conference (FIMC 2013)* in collaboration with the European Institute of Asian Studies (EIAS) during November 28-30, 2013 on the theme "Reinventing Marketing for Emerging Markets" at FORE Campus, New Delhi. Research papers and articles which were presented by the participants in the conference were selected by an expert committee through blind review process and the best papers have been included in this book.

We hope that the papers in this book will provide interesting insights about reinventing marketing strategies for emerging markets, and stimulate discussions about the importance of India as an emerging market.

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