



Understanding Emerging Markets Building Business B R I C by Brick

Stefano Pelle, 2007, Response Books

Reviewer: R. Deepak, Bhavan-Marshall MBA Programme, Bangalore

World has really found its axis at the right point and now is the time to frame and understand the rules of governance. It is now the time to revisit the places that were once in the lime light for their power, intelligence, and much significantly for their tradition and rich culture.

Understanding Emerging Markets – Building Business BRIC by Brick is truly a book which keeps up its promise to give up the right insights into the countries which are gaining prominence. Brazil, Russia, India and China are the countries taking the world by stride but doing business in these countries may be lot more difficult, confusing and some-times beyond the norms of the text book rules. The book gives compelling insights for the entrepreneurs and companies wanting to venture into these countries and to succeed with the local resources. The author makes it clear from the beginning that the organizations have to spend a little more time initially in assessing the markets before they can come up with thier final decision on the business plan and proceed further. The author makes keen observations on the legal and technical difficulties faced by the organizations in initially setting up the business in these countries. Stefano Pelle describes the revolution happening in terms of economic activity in the BRIC countries and points out that this surge is being provoked by the corporate activities in the emerging markets. The author enumerates forces that are driving this transformation in the economic relations between developed nations and their emerging-market counterparts. In the later part of the book, author shares his detailed research into the factors that make emerging-market companies notable and successful.

An effort is made not to bypass some of the important things that need to be considered by the companies in making a choice between local resources and external forces. The author catalogues market details only on the basis of few companies mainly FMCG companies and thus this book may have been more informative if the research had interwoven with few other industries of relevance like IT, STEEL, TELECOM etc

The purview in which people act ethically in different countries varies and there may be several reasons that can be attributed to it. In a country like India, which is rich and diverse in its heritage. One should consider culture and ethics along with terminologies like spirituality. Then, Stefano Pelle would have found a real meaning for “ethics” in emerging markets, if he could have related education, spiritual behavior and ethics of the people in the emerging markets.

Throughout the book one can make out that Stefano Pelle has been a keen observer and is right in pointing out some loopholes. Nations are built on values, beliefs and several other basics which can be complex for an expatriate to understand and comprehend. Yet, the very foundation of business needs to be built by carefully choosing every brick. But the brick of choice cannot be replicated as a cornerstone in the success of every business in every BRIC nation.

The book has been neatly wrapped up into a few relevant topics. Stefano Pelle has really made an effort to comprehend the diverse issues of emerging markets in a few pages.