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This article discusses how international businesses are affected by the rise of the emerging markets especially the BRICS (Brazil, Russia, India, China, and South Africa) and the next "Breakout Nations" from the second tier of the emerging markets. The point to note is that ever since the emerging markets opened up their economies and liberalized their procedures, international businesses have found a readymade market for themselves in which they can operate in, make, and sell goods.

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huge scale and not small because the goods need to be first
supplied in the local markets and they sent or exported to
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A theme which is at the centre of this demand for greater adaptability and flexibility is "changing cultural patterns", an emerging phenomenon which driven by growing influence of globalization.

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Convergence of these technologies have made economies which were once underscored as "Third World Economies" as the emerging hubs for International Business. However these economies are faced with new challenges when competing globally, such as lack of infrastructure, quality in education and corporate governance.

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Emerging markets Emerging economies currently lead the growing demand for international tourism. As the number of people with access to greater wealth continues to rise, these countries will gradually expand their market share until 2030. This article focuses on tourism growth lead by BRIC countries
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Emerging markets | Internal Market, Industry ...
understanding of the key issues relating to the competitiveness of international business; understanding of

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the key issues relating to international business from both a theoretical and business perspective; appreciation of the dynamism of individual nations, and especially emerging markets including China, India and other transitional economies

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