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From Emerald Group Publishing Limited : The Challenge of BRIC Multinationals (Progress in International Business Research) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Challenge of BRIC Multinationals (Progress in International Business Research):

This PIBR volume examines a number of idiosyncratic elements in the internationalization strategies of BRIC MNEs

and, in particular, in their relationship with home country policies: 1. The theoretical challenge: do we need different or more specific theories of EMNEs to assess the phenomenon of BRIC multinationals? 2. The empirical challenge: what marks the changing position of BRIC countries in the world economy? 3. The managerial challenge: with the coming of age of a new breed of multinationals, what distinguishes BRIC multinationals from other (emerging market) multinationals? 4. The policy making challenge: what impact have MNEs from BRIC countries had on their domestic economy?

Editors Van Tulder, Verbeke, Carneiro, and Gonzalez-Perez, present readers with a collection of academic and research perspectives on the internationalization strategies of several multinational enterprises from the BRIC (Brazil, Russia, India, China) countries. The editors have organized the eighteen chapters and seven cases that make up the main body of the text in six parts devoted to the challenge of the BRIC multinationals; international expansion patterns, international organization, and environmental trends among BRIC multinationals; and Brazilian, Russian, Indian, and Chinese multinationals in an international context. Rob van Tulder is a faculty member of the University of Rotterdam, The Netherlands. Alain Verbeke is a faculty member of the University of Calgary, Canada. Jorge Carneiro is a faculty member of the FGV Saudeo Paulo School of Business Administration in Brazil. Maria Alejandra Gonzalez-Perez is a faculty member of Universidad EAFIT in Colombia. Distributed in North America by Turpin Distribution. --Annotation copy; 2017 Ringgold Inc. Portland, OR (protonview.com) About the Author Dr Alain Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary. He was previously the Director of the MBA programme at Solvay Business School, University of Brussels (VUB). He has also been a Visiting Professor at Dalhousie University, the University of Toronto and the Universite Catholique de Louvain, as well as an Associate Fellow of Templeton College (University of Oxford). He is presently an Academic Associate of the Centre for International Business and Management, Judge Business School, University of Cambridge.