



Scaling the Tail: Managing Profitable Growth in Emerging Markets

Park, Ungson, Cosgrove

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Scaling the Tail: Managing Profitable Growth in Emerging **Markets**

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Scaling the Tail: Managing Profitable Growth in Emerging Markets Park, Ungson, Cosgrove This book presents a framework for a different type of profitable growth for multinational companies in emerging markets: 'scaling the tail.' This model focuses on specialized market niches, flanking particular segments and product-categories, developing deeply nuanced localization strategies, and installing supportive management systems.



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