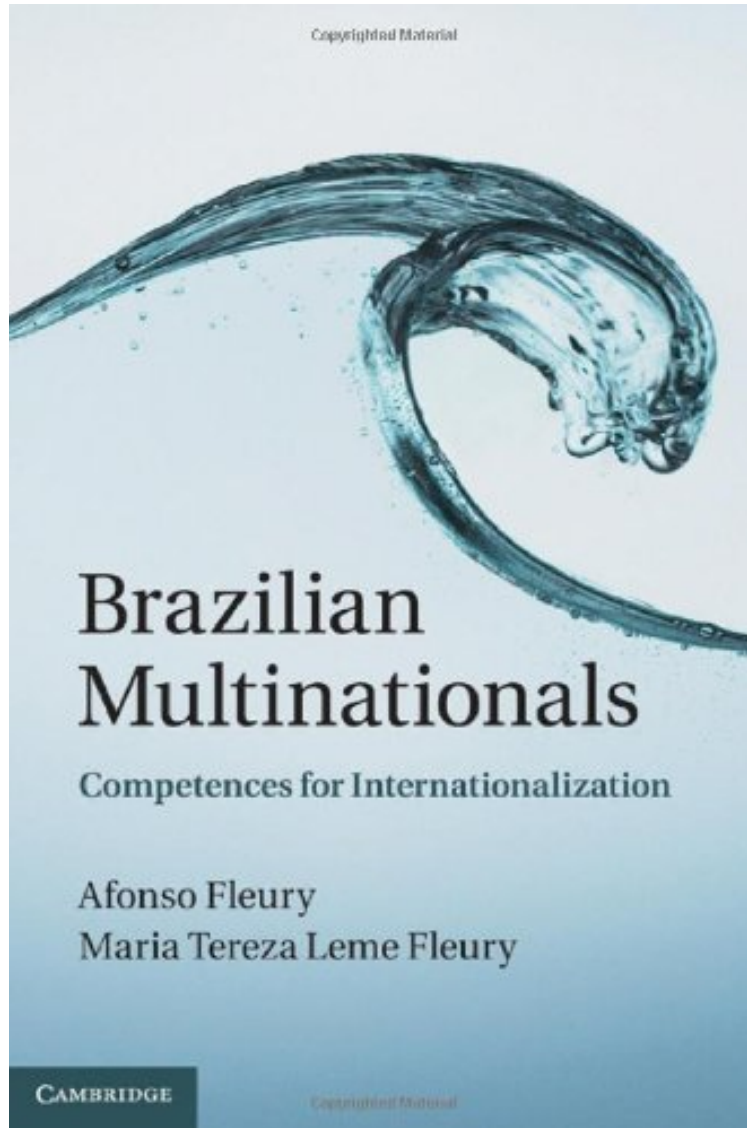


Brazilian Multinationals

Fleury/Fleury

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Fleury/Fleury : Brazilian Multinationals before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brazilian Multinationals:

1 of 1 people found the following review helpful. Brazilian Research on International Business Goes GlobalBy Oscar CurrosBrazilian multinationals are raising as key global players. As they attract attention, it is nice to see that Brazilian research on International Business is going global too. Both Afonso Fleury and Maria Tereza Leme Fleury have been writing on 'late movers', as they defined Brazilian Multinationals on previous reference books, for quite a long time. They are experienced authors and I am glad to see they keep on working hard to portrait this internationalization

momentum. Oscar Curros, International Business Consultant, Researcher on Intercultural Communication at University of São Paulo (USP, Brazil), and Publisher of Intercultural Dialogue / *Diálogo Intercultural* at [...]

Since the 1950s, subsidiaries of the most prestigious foreign multinationals have played a key role in Brazilian economic development, thus creating a very competitive domestic market. On top of this, government interventions in the last few decades have been inconsistent and contradictory, resulting in a series of economic crises. Only the most resilient Brazilian firms have been able to survive and prosper in this challenging environment. This book analyzes a variety of leading Brazilian multinationals and examines their competencies and competitive strategies in a variety of different settings. It develops an innovative analytical framework based on international business, international operations management, and international human resources management. This framework is then applied not only to Brazilian multinationals, but also firms from Latin America, Russia, India, and China. This provides novel insights into the rise of Brazilian multinationals and the increasingly important role played by emerging economy multinationals in the global economy.

"This path-breaking book analyses the emergence of a significant phenomenon in global business - the rise of Brazilian multinationals. It compares their development with that of MNCs from other countries, both emerging and developed. On the basis of their carefully assembled material, the authors identify how firm competences and management styles are key factors in successful internationalization. Their book is essential reading for the subject of international business strategy." - John Child, Emeritus Chair of Commerce, University of Birmingham

"This book is more than just a book on Brazilian multinationals. It is a well-researched and highly readable explanation of why Brazilian firms have followed a path of foreign expansion that differs from the path followed by multinationals in other countries. Fleury and Fleury provide a unique, insightful and fascinating account of the emergence of Brazilian firms in the world stage. The book should be of great value not only for readers interested in Brazil and its multinationals, but also for those interested in better understanding globalization and its impact on firms." - Alvaro Cuervo-Cazurra, Associate Professor, Sonoco International Business Department, Moore School of Business, University of South Carolina

"This brilliant book provides one of the best analyses of Brazil's emerging multinationals. The Fleurys give the reader an outstanding historical and comparative view of how Brazil spawned global champions in so many industries. The book puts to bed the notion that emerging-market firms have no firm-specific advantages, by providing countless examples of Brazilian firms with world-class capabilities. The book is an invaluable addition to the burgeoning literature on emerging-market multinationals." - Ravi Ramamurti, CBA Distinguished Professor of International Business and Strategy, and Director of the Center for Emerging Markets, Northeastern University

Professors Afonso Fleury (University of São Paulo) and Maria Tereza Leme Fleury (Getulio Vargas Foundation EAESP Dean) have done a major service to any student of internationalization by emerging market firms. Their book should serve as an essential primer on this dynamic economy and its major corporate players. The scholarly community as well as western managers interested in Brazil owes them an appreciation. Their extensive and thoughtful treatment provides an excellent background and leaves the reader thinking about the future prospects for Brazilian multinationals. What does the future hold for them in this increasingly competitive and uncertain global economy?" - *Revista de Administração de Empresas*

About the Author Afonso Fleury is a professor in the Production Engineering Department at the University of São Paulo. He is also a consultant to Brazilian public and private firms as well as subsidiaries of multinationals. His previous publications include *Brazilian Multinationals* (Cambridge University Press, 2011). Maria Tereza Leme Fleury is Dean of the School of Business Administration at Fundação Getulio Vargas in São Paulo. Her previous publications include *Brazilian Multinationals* (Cambridge University Press, 2011).