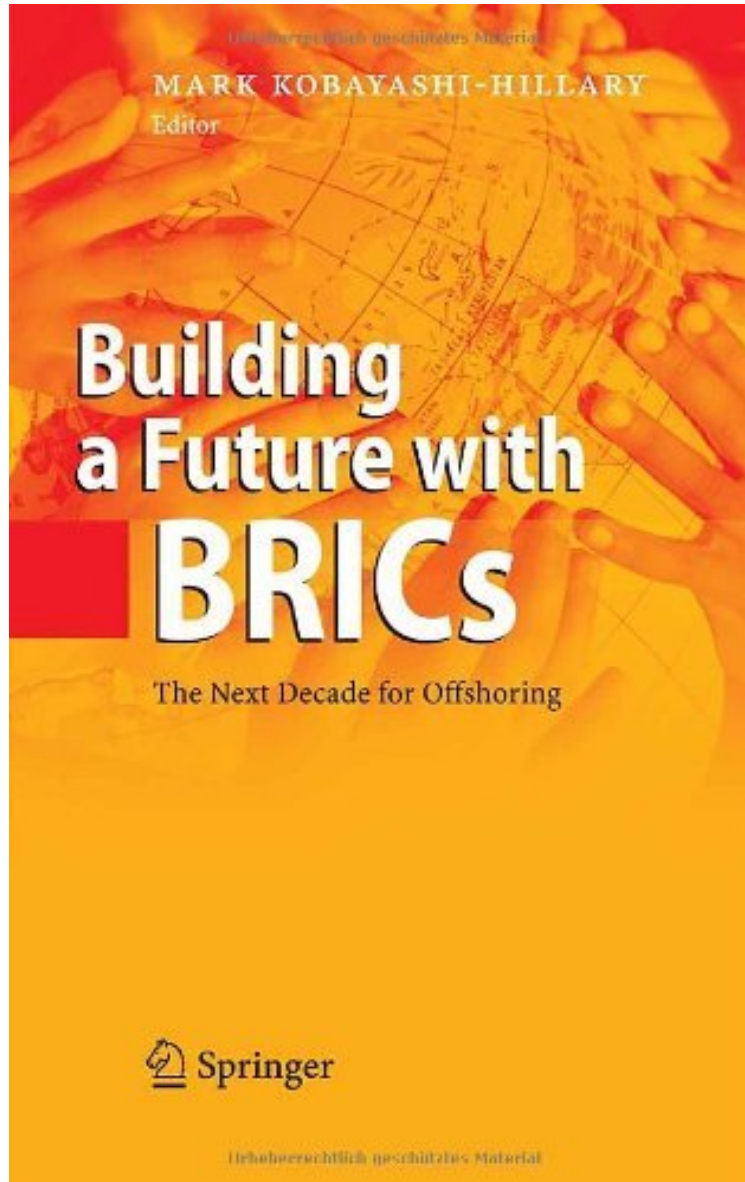


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Building a Future with BRICs: The Next Decade for Offshoring

Mark Kobayashi-Hillary (Ed.)

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1 of 1 people found the following review helpful. Good starting point! By Oswaldo L. Bracco My daughter will study Intl Relations in the American University in Washington. We were looking for a book to her, a sort of BRICS introduction. After identifying 3 options, she decided for this one. We received the book and it seems to be exactly

what she needed: comprehensive but not boring; provides high level information. Good starting point!

In 2003, Goldman Sachs published a startling report on the BRICs (Brazil, Russia, India, and China) region: These four countries would be larger than the G6 economies within 40 years, muscling their way to economic dominance and powering past developed countries such as the United Kingdom, Germany, and Japan. This book focuses on the technology and technology-enabled services that underpin this revolution. The editor analyses the reasons why these four countries are in a unique position to lead a 21st century growth in international services. He then features 12 chapters written by the most important chief executives from the BRICs service economy.

From the Back Cover
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