

ADVANCES IN INTERNATIONAL MARKETING  
VOLUME 21

# INTERNATIONAL MARKETING: EMERGING MARKETS

EDITED BY

**SHAOMING ZOU**

*University of Missouri, Columbia, MO,  
USA and Peking University, Beijing, China*

**HUIFEN FU**

*University of International Business and Economics,  
Beijing, China*



United Kingdom – North America – Japan  
India – Malaysia – China