



# **The Emerging Markets Handbook: An analysis of the investment potential in 18 key emerging market economies**

*Pran Tiku*

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FINDING TOMORROW'S MARKETS FIRST

Tomorrow's booming economies are today's emerging markets. Overlooked by most investors, these markets offer serious opportunities for those prepared to move ahead of the crowd and take their investing off the beaten path.

If you're an investor unafraid of the unfamiliar and looking to carve out extraordinary opportunities in new markets, this book should be your starting point.

THE EMERGING MARKETS HANDBOOK provides investors with a highly detailed examination of 18 countries that could host the stock market stars of the future - from Chile and China to Thailand and Turkey. At its heart is an analysis of the 18 economies' strength and potential for growth. This assessment is based on the ten crucial drivers of growth, including demographics, business conditions, capital markets and more. Following exhaustive research into the numbers behind each of these drivers, Pran Tiku is able to draw on a wealth of data from respected sources to form conclusions about the current position and future prospects of each market. He illustrates this data with explanatory charts and tables, allowing readers to trace recent trends and compare this to where the countries stand now.

Providing a groundbreaking ranking of all emerging markets, the author goes on to sort them into standouts, in-betweeners and strugglers. This means you can truly see which markets offer the most commanding opportunities, which have room for development and which currently present a poorer investment case. Finally, the HANDBOOK concludes with a look at investment vehicles that can be used to access emerging market investments and a survey of the industries and companies that are likely to be the primary players within these 18 economies in the future.

THE EMERGING MARKETS HANDBOOK is your indispensable guide to finding the future's hottest markets. No investor can afford to be left behind.

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