



Global Latinas (INSEAD Business Press)

Lourdes Casanova

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Foreign Direct Investment from emerging economies reached \$130 billion in 2005, the highest level ever recorded. The number of multinationals from emerging economies in the global Fortune 500 has increased from 19 in 1990 to 47 in 2005, with about ten of them coming from Latin America. This book focuses on understanding this new phenomenon.

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