

FACT SHEET



Summary

GMB Publishing is the imprint of the original Global Market Briefings series, first published in hard copy book format. The online version of the series is published by Ideas for Leaders.

The Global Markets Briefing series:

Investing in and doing business with emerging markets – markets with enormous fast-growth potential – can be extremely rewarding and a must on the agenda of every truly global business. But with every golden opportunity there are risks.

Beyond researching market opportunities and conducting specific due diligence, companies wishing to engage in commerce with emerging countries need to understand the business environment and culture in the countries they plan to invest in or do business with to fully appreciate the risks involved in any initiative.

The Global Market Briefings provide a series of invaluable, objective, insider guides to the market conditions, investment climate, financial structures and resources, business regulations (including legal, banking and accounting regulations) that apply across a wide range of emerging economies around the world.

The series is written by subject experts, with contributions both from local law firms, consultants and government investor relations agencies, and from global banks and professional service firms such as HSBC, KPMG, Deloitte, and PwC.

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Special Features

Expert knowledge around sophisticated subjects – the accounting, finance, legal, and investment climates in developing markets – explained in clear, jargon-free, accessible terms for busy non-specialist entrepreneurs, investors, business people and business students.

Special Highlights

Business & Management, Law, Finance & Accounting, Economics, Asian Studies, African Studies.

Benefit to User

Reliable trusted provenance of data and information. Concise easy to use information on topics essential for any investor or business intent on commercial engagement with emerging markets from China to South Africa.