

# INVESTING IN EMERGING MARKETS

## THE RULES OF THE GAME

Go beyond the hype to understand what's really going on in emerging markets—and how to spot opportunities and maximize rewards

BY  
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Apress



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## Investing In Emerging Markets: The Rules Of The Game

By William Gamble

APress. Paperback. Book Condition: new. BRAND NEW, Investing In Emerging Markets: The Rules Of The Game, William Gamble, You see it in every business paper or magazine. You hear it on every financial talk show. You are deluged with "facts" presented as certainty: China will be the number one economy. The BRIC countries (Brazil, Russia, India, China) will continue to outstrip the developed world in growth for decades to come. Emerging markets are therefore a sure bet for making money and should be part of every portfolio. But is it true? Emerging markets undoubtedly present one of the most exciting investment opportunities that has occurred over the last twenty years. But so was the U.S. housing market—if you knew when to get in and get out. Emerging markets are no different. To understand them you have to understand that they are different. You have to understand that you are not on Wall Street anymore. Different rules apply. And there are not only vast differences between developed and emerging markets, but vast differences among emerging markets themselves. The opportunities and risks are substantial and vary enormously between countries. Investing in Emerging Markets will help the retail investor, the more sophisticated money...



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