



Danish Investments in Developing Countries

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Reviews

The design of an effective global value chain is a major challenge to company managers of today. Just think of the managerial difficulties in configuring the value chain so that shifting comparative advantages of developed and developing countries are utilized optimally – and at the same time making these geographically dispersed value chain activities work together in concerted action. The book gives a good snapshot of where Danish companies are in this global value chain process.

Mikael Tinghuus, Chief Operations Officer, Ecco

The book provides evidence of the increasing importance of emerging markets for Danish multinational firms – including our own company. Today, continuous company growth is overwhelmingly dependent on success in these emerging markets. The authors' blend of general survey data and specific company case information works well and eases the reading of the book.

Søren Hansen, Director, Mergers & Acquisitions, Carlsberg Breweries

It is extremely important for people in our organization - and, I guess, for a lot of other people as well - to get a fundamental understanding of the role of developing countries in the international strategies of Danish firms. This understanding is imperative either we are talking about a multinational giant like Maersk or a small exporting firm making its first footprint in a developing country. The book is an excellent conveyor of such an understanding.

Sven Riskær, Managing Director, IFU

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