



Supply Chain Management: Brazil as an Emergent Economy

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This book focuses on the theory and practice of doing business in Brazil within a supply chain management context. To start, it reflects on why one should do business in Brazil - a hotspot for doing business due to, among others, high growth rates, access to raw material and natural resources, and an increasing middle class with buying power. The book includes a chapter about experience economy and how this can be used in an industrial marketing context when penetrating the Brazilian market. Additionally, it looks at the degree which Brazilian supply chains are influenced by environmental sustainability; and it deals with corporate social responsibility (CSR), providing an overview of which CSR-related issues a company should consider when doing business in Brazil. The book is also concerned with outsourcing businesses to Brazil from a risk management perspective, outlining different types of risks and possible mitigation strategies.

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