Category

Strategy

Strategy for Emerging Markets & Developing Economies Playbook

Adapting strategy for markets where the operating conditions your home-market playbook assumes don't hold

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for adapting core strategic assumptions — customer behavior, infrastructure, capital access, regulatory maturity — to emerging market realities, rather than exporting a developed-market strategy unchanged.

How is this different from the Internationalization & Cross-Border

Expansion Playbook? That playbook sequences entry across multiple markets generally. This one addresses the specific strategic adaptations emerging and developing economies often require — different infrastructure, capital, regulatory, and customer behavior assumptions — that a developed-market entry sequencing framework doesn't fully capture.

Isn't "emerging market" too broad a category to build one playbook

around? The specific conditions vary widely, which is exactly why this playbook's core discipline is systematically checking your strategy's assumptions against the SPECIFIC market's actual conditions, not applying a generic "emerging markets" template.

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