



Emerging Markets: A Practical Guide for Corporations, Lenders, and Investors (Wiley Finance)

Jeffrey C. Hooke

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The ins and outs of emerging markets

Emerging markets are an integral part of the global business scene. The 1997 Asian meltdown and the Russian debt default scared investors, but as the domestic market becomes more overvalued, investors have begun seeking returns elsewhere. Destined to become a standard in the field, Emerging Markets fills the niche for a balanced evaluation of the investment opportunities in the riskiest markets throughout the world. This practical guide covers what an emerging market is, why corporations and investors should or should not invest in them, and what the risks are. Jeffrey Hooke's new book is ideal for corporations and investors who are starting to look to emerging markets as ways to improve investment returns, expand into new markets, or diversify their portfolios.

Jeffrey C. Hooke (Chevy Chase, MD) is Managing Director of Hooke Associates, LLC, an investment banking firm. He was formerly director of Emerging Markets Partnership, a \$4 billion fund focusing on emerging markets, and senior investment officer of the World Bank Group.

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