Investing in BRIC Countries: Evaluating Risk and Governance in Brazil, Russia, India, and China

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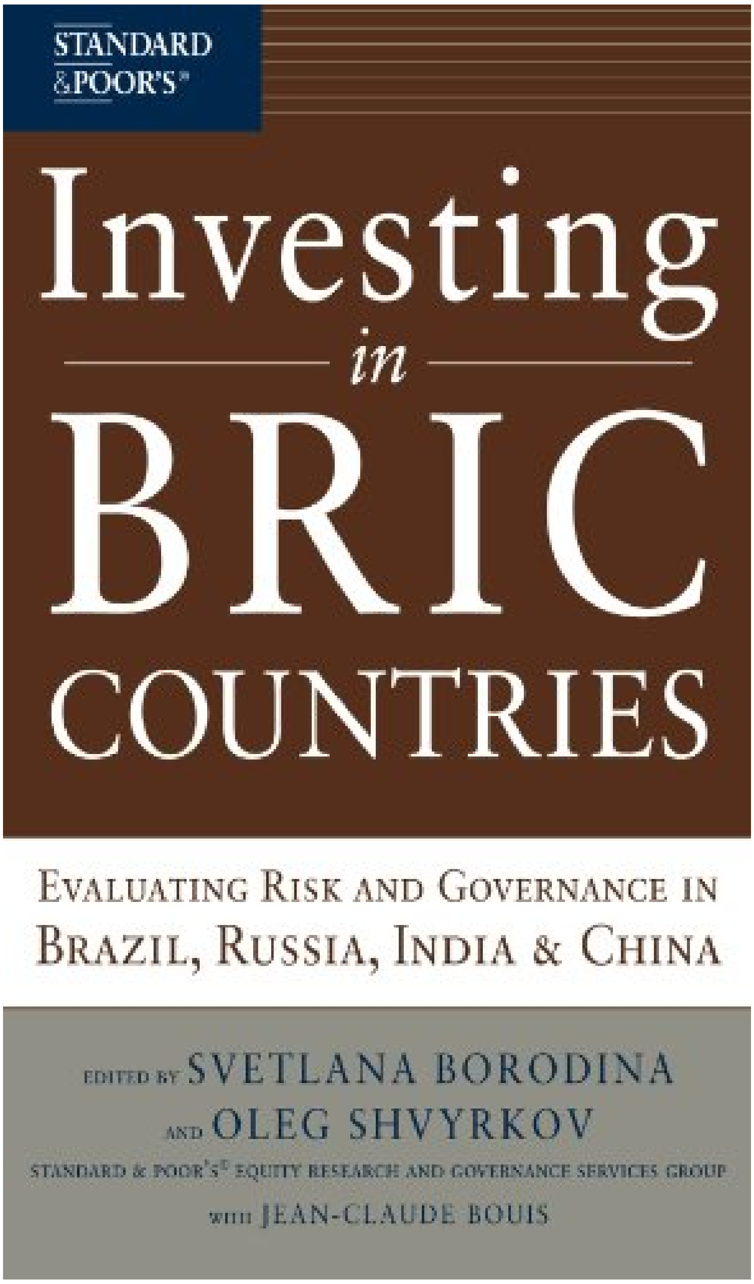

Svetlana Borodina, Oleg Shvyrkov : Investing in BRIC Countries: Evaluating Risk and Governance in Brazil, Russia, India, and China before purchasing it in order to gage whether or not it would be worth my time, and all praised Investing in BRIC Countries: Evaluating Risk and Governance in Brazil, Russia, India, and China:

3 of 4 people found the following review helpful. Investing in BRIC CountriesBy Jesus L GutierrezThe book makes you aware about the economic dynamics which are taking place among the BRIC countries. It also underlines the challanges and the potentialities of each of the four countries.I enjoyed reading this book. The authors present the events in a very interesting secuence of events.

Chart a course for success in the fertile terrain of BRIC investing! The worldrsquo;s largest and fastest-growing emerging markets are those of the BRIC nationsmdash;Brazil, Russia, India, and China. Combined, these countries house more than 40 percent of the worldrsquo;s population, and their respective GDPs are growing at an impressive rate. This economic success comes partly from a trend toward good corporate governance, a concept virtually unheard of in these four nations just a decade ago. Still, the BRICs have a long way to go. Corruption, doubledealings, and other conflicts of interest are regular business practices for far too many companies. Although investing in BRIC nations can be wildly profitable, you must familiarize yourself with the realities of their corporate governance to avoid catastrophe. With Investing in BRIC Countries, you are equipped with the best available tool for detecting the signs of poor governance. Edited by Standard Poorrsquo;sreg; equity research and governance group, it details the grouprsquo;s highly successful approach to analyzing risks in emerging economies.With case studies illustrating the effectiveness of corporate governance scrutiny, Investing in BRIC Countries examines the economic structure and governance status of each BRIC nationmdash;and then explains how to: Detect the malevolent influences of a powerful minority of shareholders Protect yourself from misleading or false audits and risk assessments Recognize regulatory weaknesses with regards to shareholder rights Distinguish effective boards of directors from weak or corrupt ones As the financial crises in Mexico, Russia, and Asia during the 1990s prove, corporate governance is the pivot on which an emerging marketrsquo;s success or failure hinges. Before entering one or more BRIC markets, perform the due diligence they require. Investing in BRIC Countries is the best tool available for mitigating your exposure to risky deals and other problems that can arise when dealing with international companies.

From the Back CoverThe definitive guide to evaluating corporate governance in the worldrsquo;s largest emerging markets Investing in Brazil, Russia, India, and China is a whole new game. In order to avoid nightmare scenarios, you have to inform yourself about the corporate governance problems rampant in BRIC companiesgeneral corruption, weak boards of directors, individual shareholders wielding undue influence, and other critical conflicts of interest. Yoursquo;ll find, though, that the benefits are well worth it. Investing in BRIC Countries explains: Why governance is critical to international investing success The secrets of SPrsquo;sreg; methodology for analyzing governance in emerging markets How to apply advanced thinking based on a number of real-life cases Written by two high-level figures at Standard Poorrsquo;sreg; who apply their companyrsquo;s own methods and processes, this is a detailed road map to analyzing corporate governance in the worldrsquo;s top emerging markets, helping you make sound decisions and proper evaluations prior to investing in them.About the AuthorSvetlana Borodina is director of corporate governance at Standard Poorrsquo;sreg; Equity Research in Moscow. She served in a number of senior executive positions in the areas of investor relations and financial communications with TNKBP and Sibneft oil companies. Oleg Shvyrkov is associate director for Standard Poorrsquo;sreg; Governance Services group and serves as lead analyst on corporate governance scores and GAMMA scores at MTS, MDM Bank, EroChem, and other companies in Russia, Kazakhstan, and Brazil. The authors live in Moscow, Russia.