



Rough Diamonds: The Four Traits of Successful Breakout Firms in BRIC Countries

Seung Ho Park, Gerardo R. Ungson, Nan Zhou

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Discover the four traits of the best performing, but least known, breakout firms in BRIC countries

"Rough diamonds" are the best performing firms in the BRIC (Brazil-Russia-India-China) countries. These firms compare favorably with the top 500 firms and the top 25 manufacturing firms in their countries and comparable firms worldwide, exceeding them profit margins and return on assets over an extended time period. This book outlines who these firms are and explains their exemplary performance through the Four Cs for Sustaining High Performance: Capitalizing on late development; Creating Market Inclusive Niches; Crafting Operational Excellence; and Cultivating Profitable Growth.

- Offers a description of the four major traits that high performance companies in Brazil, Russia, India and China have in common
- Contains company profiles from BRIC countries that have proved to be successful
- Written Sam Park the president at Skolkovo-Ernst & Young for Emerging Market Studies and Chair Professor of Strategy at Moscow School of Management Skolkovo

This important resource outlines the four traits of the best performing, but least known, breakout firms in BRIC countries.



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