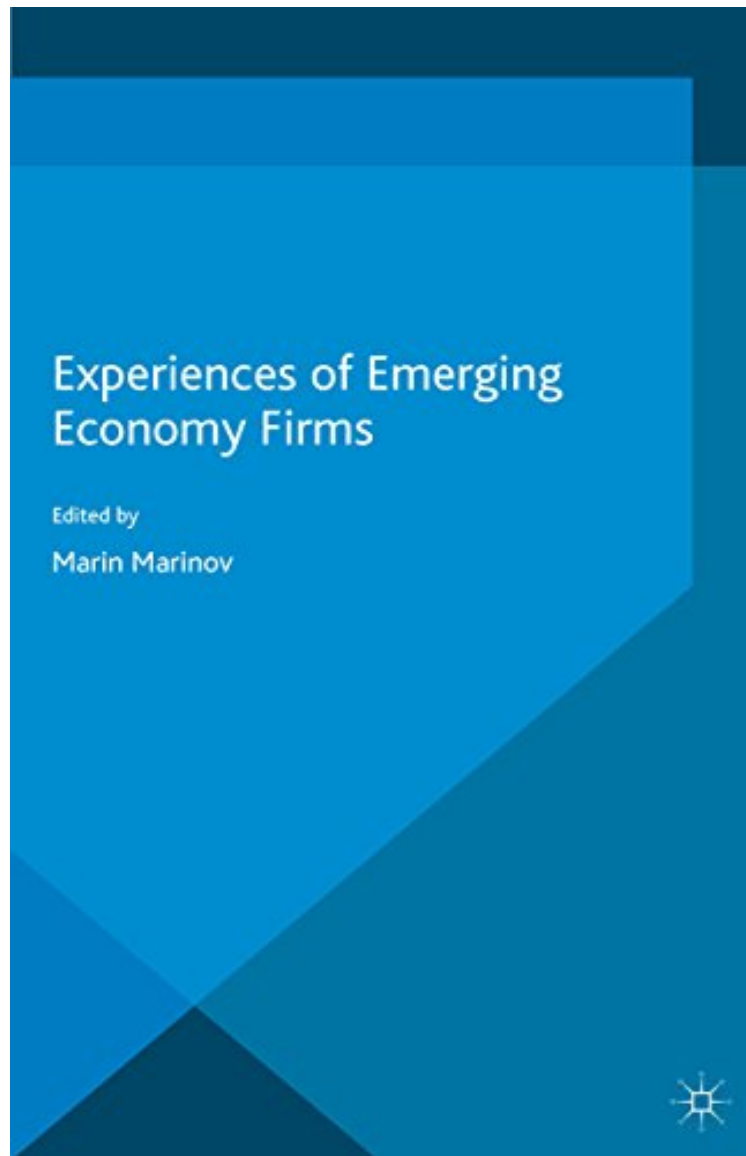


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About the Author Marin Marinov is Professor of International Business at Aalborg University, Denmark. His research interests include internationalization of business, multinational firms and business development in emerging economies, as well as business policy and strategy. He has consulted for numerous multinational firms and national governments on country and firm-specific strategies in the process of internationalization. He is on the editorial board of several academic journals and periodicals, including *Organization Studies*, *Journal of Islamic Marketing* and *Journal of Euromarketing*. he has published 13 books, numerous book chapters and more than 90 articles in academic journals. nbsp;