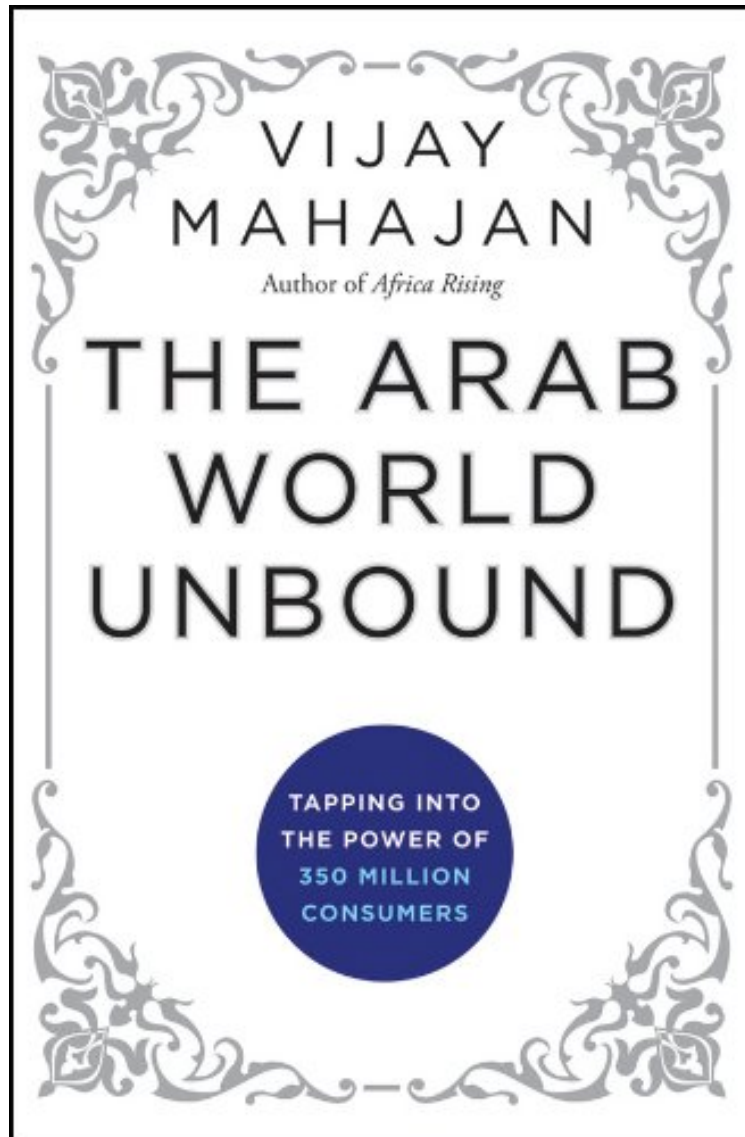


The Arab World Unbound: Tapping into the Power of 350 Million Consumers

Vijay Mahajan

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An expert's guide to exploring business opportunities in the burgeoning Arab marketplace This groundbreaking book reveals the myriad opportunities presented by the Arab World's market of 350 million consumers, who collectively wield the ninth-largest economy in the world. Based on the author's firsthand research, including hundreds of market visits and more than 600 interviews at companies doing business throughout the region, this book shows how globally interconnected and vibrant the Arab markets are. Through a rich blend of data and anecdotal observations, it chronicles how, by respecting the region's culture and religious norms, hundreds of local and multinational companies and entrepreneurs are creating successful businesses in this large and growing marketplace. Hundreds of interviews and illustrative examples peel away stereotypes about Arab consumers to reveal diverse, vibrant and entrepreneurial consumer markets Explains how multinational companies, such as Coca-Cola, Unilever, and Procter Gamble, and leading regional companies are working successfully in the Arab nations Shows how Arab entrepreneurs, both men and women, are shaping the regional and global marketplaces Vijay Mahajan, author of two previous award-winning books on emerging markets, is one of the world's most-cited researchers in the business and economics sector As the global marketplace continues to expand, this book offers anyone interested in investing in the Arab world an expert perspective on the boundless business opportunities.

Prof Mahajan's excitement about the Arab world is almost palpable he is a fine writer and he presents factual details, statistics and concepts in a breezy, easy to read manner. (Financial Times, 2nd August 2012) The Arab world deserves reading for presenting a view of the region that is rarely seen. (Money Week, October 2012) This book offers an expert perspective on the boundless business opportunities in the Arab World. (Middle East, November 2012) handy entrepreneurial guide its uniqueness among business guides aimed at a western demographic make it a must-read for those hoping to strike it big in the region (The National, February 2013) From the Inside Flap The 350 million consumers in the Arab countries collectively wield one of the ten largest economies in the world; a marketplace that offers myriad opportunities for savvy investors, entrepreneurs, and business people. In The Arab World Unbound, international business expert Vijay Mahajan's firsthand research, including hundreds of market visits and more than 600 interviews at companies doing business throughout the region, reveals the interconnectedness and vibrancy of the largely untapped Arab markets. With a rich blend of data and anecdotal observations, this groundbreaking book chronicles how, by respecting the region's culture and religious norms, hundreds of local and multinational companies and entrepreneurs are creating successful businesses in this large and growing marketplace. Mahajan provides in-depth analyses of the various segments of the Arab consumer market. He puts a spotlight on Arab youth, a burgeoning segment of the population with an important and growing influence on business and culture. He details the immense consumer power of the expanding Arab middle class and shows how local and multinational companies, such as the Coca-Cola Company, Unilever, and Procter Gamble, are tapping into the opportunities across the market's spectrum of socioeconomic classes. He focuses on the vital role of women in the marketplace, as consumers, business leaders, entrepreneurs, and economic contributors. The Arab World Unbound also describes how technology has reshaped the ways the Arab world works and communicates, and it looks at the astonishing impact media, entertainment, and the arts have had on the region, its consumers, and the companies trying to reach them. Finally, Mahajan considers the Arab diaspora and its influence around the world and within the region itself. As the global marketplace continues to expand, this book offers anyone interested in investing in the Arab world an expert perspective on the region's boundless business opportunities. From the Back Cover Praise for The Arab World Unbound "As a leading international airline, we see the connections between Arab countries and the rest of the world growing stronger every day. As one of the leading Arab brands, we know firsthand how diverse and exciting the region really is. Mahajan gives readers an insightful look at the impact Arab entrepreneurs and brands, such as Emirates, can have on the world as well as the influence successful global brands are having in the region." —His Highness Sheikh Ahmed Bin Saeed Al Maktoum, chairman and chief executive, Emirates Airline and Group, United Arab Emirates "Each day, millions of people watch content produced and broadcast by MBC Group. To stay at the forefront of Arab entertainment and media, we continually review the role of our programming within the region's varied cultural traditions. This book provides a compelling portrait of that rich diversity, as well as the commonalities that unite more than 350 million people in the Arab World." —Sam Barnett, CEO, MBC Group, United Arab Emirates "Presents great marketing insights into a region that is rarely written about, but holds immense potential for consumer goods companies.

Through the application of our superior consumer understanding and combined with our passion to serve the fast changing needs of the Arab consumers, Unilever remains committed to enriching the lives of people in this region." mdash;Paul Polman, CEO, Unilever, United Kingdom "Businesses of all sizes need to step up to the plate: to mobilize capital and know-how to help create vibrant, dynamic, equitable societies in which every single one of the more than 350 million Arabs alive today can reasonably expect that their children will grow up in a better world. That's the power of entrepreneurshipmdash;and the spirit that Mahajan so accurately captures in this very important, fast-paced chronicle of our times." mdash;Ahmed Heikal, chairman and founder, Citadel Capital, Egypt "I loved the odyssey as much as the illumination of this huge potential market. As an Arab American, as a market research professional, and as a reader, I found it to be most useful and enjoyable. Mahajan has identified the next BRIC." mdash;John Zogby, founder, Zogby International, United States