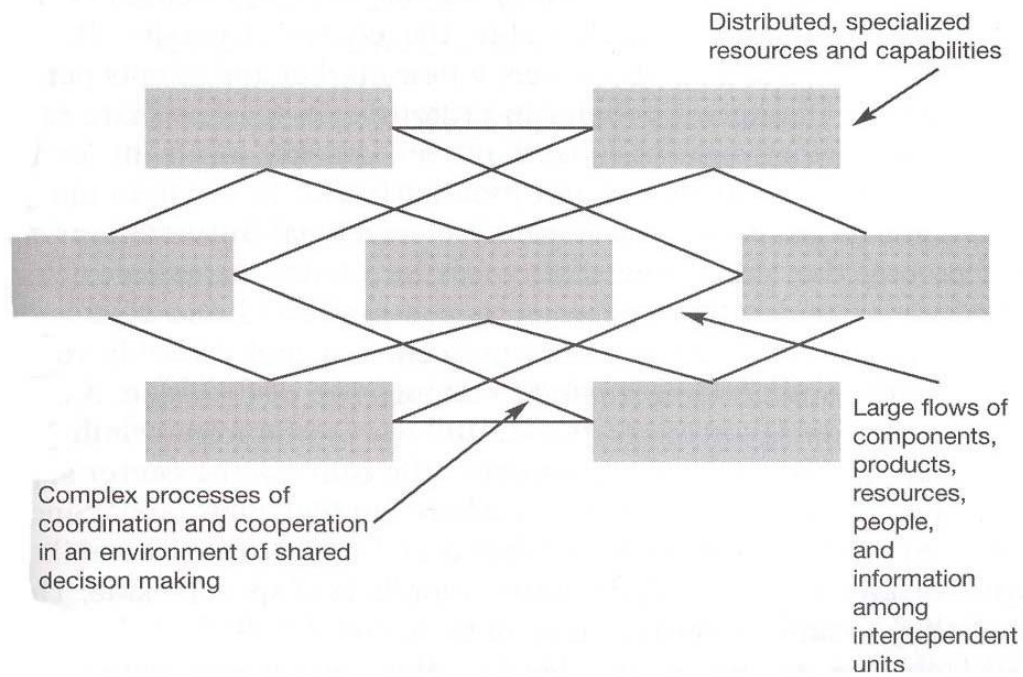


Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products
- <http://globalfoodforums.com/new-food-products-emerging-markets/> - Composed May 2005

Figure 5—Advanced MNC’s Network Organization



Arnold, D. (2004). The Mirage of Global Markets: How Globalizing Companies Can Succeed as Markets Localize. Upper Saddle River, N.J: Financial Times Prentice Hall. (p. 201)