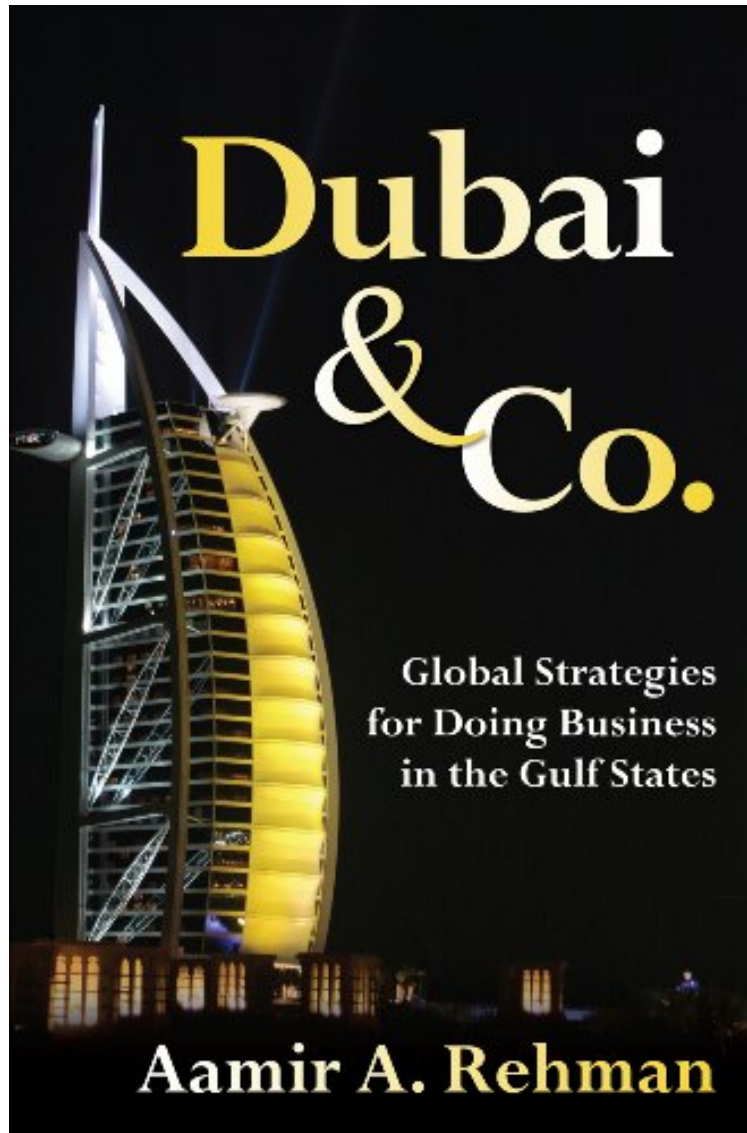


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## Dubai Co.: Global Strategies for Doing Business in the Gulf States (Business Books)

*Aamir A. Rehman*

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**Aamir A. Rehman : Dubai Co.: Global Strategies for Doing Business in the Gulf States (Business Books)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Dubai Co.: Global Strategies for Doing Business in the Gulf States (Business Books):

3 of 5 people found the following review helpful. GCC is the new marketing heaven! By Donald Hsu This book covers three areas: (A) Gulf Corporation Council (GCC), 37 million, new rich: 1. United Arab Emirates (UAE), 5.5 million, Dubai Ports World, Emaar real estate firm, retail space 4 times bigger than the ones in US, Al Taylor luxury store, no

visa is required for US, UK and EU citizens, liquor is OK, night club is booming, traffice is bad, Hawaa World (150,000 women group), e-commerce is not here yet, Al-Futtaim group, Etisalat (telecom monopoly), expats are 72%, many from India, Pakistan, Bangladesh. Emirates Airline booming business, 30,000 Russians, Proctor Gamble, Carrefour, Ikea, McDonald, HSBC, halal beef (no additives or preservatives), Omnicom, WPP, Halliburton, London Business School, Wharton, Zara, Etisalat, du (telecom), the list goes on and on. Abu Dhabi Investment Authority (ADIA) with \$250- 500 bn. Sharjah, women leader Sheikhha Lubna al-Qasimi (member of Sharjah royal family) government minister, CEO [...]. Sharia-compliant structures, comply with the Islamic law. Islamic finance, a fixed return without risk, is unjust. No interest is paid. Investing in porn, casino, weapons, and related activities is not allowed. People cannot sell what they do not own. Short sellers do not exist. What is being bought and sold must be understood by both parties. Takaful has been developed to meet the needs of insurance products. Murabaha, cost-plus sale, one party buys the product and sells it for a profit. Ijara is leasing. Mudaraba, investors provide capital to a manager who works for a portion of the return. Musharaka, profit and loss sharing partnership. Sukuk, similar to bonds. Malaysia's Tabung Haji was financed by Islamic finance. There are 300 banks in the world that offer Islamic finance products, 25-30% of the world total. Public Relation Office, secure government approvals, etc, very important in GCC. Friday-Saturday or Thursday-Friday is the weekend. Friday is the religious day for people to go to the mosques. The British University in Dubai, and University Manchester UK, established a Masters degree in "Systems Engineering" to address the shortage of people in this field at UAE. 2. Kuwait: Kuwait Investment Authority, Global Investment House Maha Al-Ghunaim. The government officials were not elected and were chosen by Emir. But the parliament members were elected by the people. Four women: Maasouma Al Mubarrak, Aseel Al Awadhi, Roha Dashti, Sawah Al Jassar, made history, becoming the first to be elected to the National Assembly of the Kuwait parliament, 6/11/2009. They all have US trained PhDs, and should make a difference in the future of Kuwait. Mobile Telecom Company (Zain) has \$5 bn to buy many other telecom firms. 3. Saudi Arabia: 25 million, Sabic \$135 bn market cap, Aramco oil, holy cities Makkah and Madinah, National Commercial Bank, Samba Bank, Al Rajhi Bank, King Abdullah Economy city, Saudi Telecom Company (STC). 4. Qatar: \$45000 per capita, highest in the region, 1 million, Qatar financial center, Cornell U, CMU, Texas AM, Al-Jazeera, Q-tel, Science Tech park. 5. Bahrain, Wall Street of GCC, 370 banks in 2006. 6. Oman, 3 million, oil/gas, constuction, mining. (B) Levant region (bilad al-sham), \$3500 GDP/capita. 1. Iraq, many lawyers, MDs, professionals. 2. Israel. 3. Palestine. 4. Jordan, importer of natural resources. 5. Syria, 20 million, low investor confidence. Syriatel Mobile Telecom. 6. Lebanon, 4 million, 60% muslim, 40% christians, Israel Herzbollah conflict, tourism is way down. (C) Middle East North Africa (MENA region), \$5000 GDP/capita. 1. Egypt 80 million, Cairo used to be the commercial center, not any more due to government regulations. Orascom Telecom is doing well. 2. Algeria. 3. Morocco. 4. Tunisia. 5. Sudan. 6. Libya. The book will be better, if it gave more depth of a Dubai firm. I highly recommend this book to all. 2 of 2 people found the following review helpful. Must read for LSR fans. By Terry. This book focuses on Craig Breedlove and his quest to win the Land Speed Record. It does mention other challengers, mainly the Arfons brothers, but the majority of the book is focused on Breedlove and his cars. Keep in mind that this book was printed in 1971, so don't expect any information on newer attempts on the record. 4 of 5 people found the following review helpful. Spirit of America Lives On. By Richard A. Albert. Intriguing chronicle of the early 60's race for the land speed record. Book provides an insight into the drive and ingenuity of Craig Breedlove and his ongoing pursuit of the LSR. Section detailing his battle with arch-rival Art Arfons is particularly gripping. This book reminds us of the "Spirit of America" in motorsports history at the dawn of the "Space Age", and deserves a reprint with contemporary updates as to the fate of the early LSR "speed kings".

Why Dubai? It's been called the fastest-growing city on earth—a hub for the Gulf region experiencing unprecedented growth in energy, financial services, consumer goods, hospitality, retail, real estate, technology, shipping, and countless other industries. According to global strategist and advisor to Fortune 500 companies Aamir A. Rehman, no truly global firm can afford to ignore the booming Gulf region. The key, however, is to approach the region with savvy strategies for managing risks and drawbacks, while crafting business models designed for this unique market. Welcome to Dubai Co. This up-close, in-depth guide will help you to: Deepen your understanding of a region of critical importance to global business Change your perceptions about the Gulf states and the broader Middle East Create corporate strategies that fit your firm and the region Expand your international business to make it faster, bigger, and better Access Gulf capital more effectively, enabling expansion and generating both local and global profits This essential hands-on book will show you how to successfully navigate the region's most attractive markets: the UAE, Saudi Arabia, Qatar, Bahrain, Kuwait, and Oman. You'll learn the key characteristics of each country—historical, demographic, political, economic, and regulatory—in order to adapt your business to each unique environment. You'll hear stories of major companies that paved the way for your success. Whether you're already doing business in the Middle East or just thinking about expanding your company into new markets, Dubai Co. is the

perfect guide to one of the greatest growth opportunities in the world.