All the information to answer the questions will be found in the link below.

BRIC Countries: Brazil, Russia, India and China

Healthcare Industry

Note: When you click on the link below, you may get a message requesting a special ID and password. Ignore this request and just click on the industry (healthcare) in the left hand column.

<http://viewswire.eiu.com.ezproxy.umuc.edu/index.asp?layout=IB3Home&pubtypeid=1152462500>

Answer the following business strategy questions for the industry you have selected.

What is the comparative growth, both in absolute terms and in percentage terms from 2011 to 2015 for the industry you have selected in each of the BRIC countries and how might that impact your decision on prioritizing the countries in your global business strategy?

Who are some of the key company players (both multinational and local) in your selected industry in each of the BRIC countries and how competitive is the industry in each country, and how might that impact your decision on prioritizing the countries in your global business strategy?