10th January 2017

Dear Boon-In Tan, Garry Wei-Han Tan and Keng-Boon Ooi,

On behalf of the Emerald Emerging Markets Case Studies Editorial Team, I am very pleased to confirm that your published article "King's Biscuits Berhad: crafting the next move?", Emerald Emerging Markets Case Studies, Volume 1, Issue 1, pp. 1-4 (2011) has been recognised as one of the most cited articles from the publication.

More information can be found at the following link: http://www.emeraldinsight.com/action/showMostCitedArticles?journalCode=eemcs

I hope you find this information useful and that you continue to consider Emerald Emerging Markets Case Studies as an outlet for your future research.

Yours sincerely,

Chloe Campbell
Publishing Editor | Emerald Publishing