



## Emerging Markets: The Key To BlackBerry's Success?

### Description

Competition in the global smartphone market has reached a fever pitch. With several former champions of the mobile-phone space vying for their piece of the pie, we're seeing companies pursue some bold tactics in hopes of differentiating themselves. One company attempting to regain a piece of its former glory, **BlackBerry** ([TSX:BB](#)), appears that it might be about to borrow a page from one of the current top dogs, Samsung, by taking aim at multiple price points and form factors to potentially appeal to users in some of its most critical markets. In this video, Fool contributor Andrew Tonner discusses the dynamic and how it could help BlackBerry going forward.

Even though the company still holds value in various parts of the world, BlackBerry's future is anything but certain. We have created a special **FREE** report that profiles 3 companies that offer investors a much more certain outcome than BlackBerry's stock. Simply [click here](#) and we'll send you "**3 U.S. Stocks That Every Canadian Should Own**" at no charge.

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*Fool contributor Andrew Tonner owns shares of Apple. David Gardner owns shares of Apple and Google. Tom Gardner owns shares of Google. The Motley Fool owns shares of Apple and Google.*

### CATEGORY

1. Investing

### TICKERS GLOBAL

1. TSX:BB (BlackBerry)

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