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Business Education in Emerging Market Economies

Perspectives and Best Practices

- Discusses the impact of business education on emerging markets
- Explores curricular innovation, pedagogical approaches, and strategic alliances in the context of industrializing economies
- Describes curricular innovations and course development for emerging markets

Business Education in Emerging Market Economies discusses the impact of business education on emerging markets and explores curricular innovation, pedagogical approaches, and strategic alliances in the context of industrializing economies. Emerging markets contain 80% of the world's population and some 75% of its trade growth in the foreseeable future, according to the U.S. Department of Commerce. The potential economic growth of these emerging markets has prompted a need to understand their dynamics, business institutions and educational systems. Many American universities, for example, have responded to the demand of their students and business partners by educating them about the exciting opportunities and lurking threats in these industrializing economies. This book contains multiple chapters designed to educate American students about the curricular innovations and course development occurring in emerging markets.

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