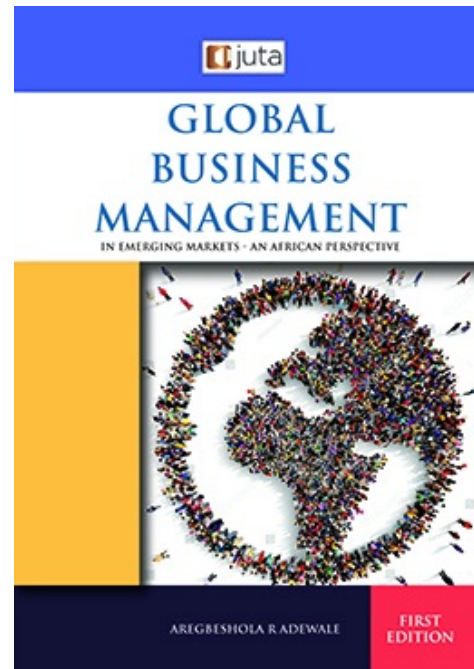


Global Business Management in Emerging Markets: An African Perspective

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About this Publication:

Most of the research into what constitutes effective leadership emanates from the United States and is not very useful in an African context. Africa is a continent of extraordinary cultural, geographic, economic and political diversity, featuring largely emerging economies and rapid political, economic and social development.

Global Business Management in Emerging Markets – An African Perspective seeks to set leadership theory in the African context. It takes into account typical African circumstances, values and beliefs, designed for the development of leaders' skills and provides practical, real-life examples, exercises and case studies.

Contents Include:

Part A: Globalisation and Nationalism - The context of international business

Chapter 1: Globalisation in the age of “new normality”

Chapter 2: Domestic and Global Institutional Architectures

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Of Interest and Benefit to:

Students completing Bachelor’s, Honours and specialised Master’s degrees in Business Management, as well as the extant business inclined academic community. It will also be indispensable to active and aspiring global business practitioners