

eCases 2020

Emerging Markets Case Studies

Enable faculty to adopt the right case for them, from regions and companies that are relevant for students, with the security of access in perpetuity. Complex and original cases to challenge and engage in the classroom, that are peer-reviewed with teaching notes to let you focus on student experience, expectation and capability.

700

More than 700 cases available across the full spectrum of business and management subjects.

71

To date, we have published cases from 71 different countries, specialising in rising economy markets.

100%

All cases within EMCS have teaching notes as standard and have gone through a double blind peer review process.

2011

Access to all content dating back to 2011.

Rising economy focused. Globally insightful.

- Authored by academics specialising in rising economy markets
- Authentic, local examples for students to relate to
- Arm graduates with the skills to tackle impending business problems

How to access:

- Perpetual access to content published during your subscription period
- Complimentary access to content from 2011 for the duration of a live subscription
- You can purchase individual yearly volumes from 2011-2019

What's included:

- Emerging Markets Case Studies (EMCS)
- EMCS topics
- African business cases

Highlights:

- We ask all authors to thoroughly test the case in the classroom before submission to help improve the overall quality of the learning experience
- We publish cases from small-to-medium enterprises through to large multinationals to more accurately reflect the working environment a student is likely to face
- We regularly commission new special issues to highlight cases in hot topics and emerging trends.

Speak to your local team:

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