

Emerging Markets Case Studies

Local insight with global relevance



Arm graduates with authentic examples of organizational challenges within emerging markets, and inspire strategies designed to tackle business problems of the future. This collection introduces captivating commercial scenarios, authored by academics specializing in developing economies.

 emerald insight

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Practical application

Cases can be used in classroom situations to stimulate learning and add practical knowledge. To support this, every case is accompanied with complimentary teaching notes compiled by teaching faculty from some of the world's best business schools. Emerging Market Case Studies provide teaching professionals with a wealth of quality case studies to ensure that their courses remain up-to-date and tailored to the evolving needs of their students.

Cases:

- Engage students through active learning and examples of real business issues
- Focus on strategic markets and business theory, allowing students to transform managerial knowledge into practice
- Encourage entrepreneurial thinking and critical exploration through class activities
- Equip students with the 21st century skills required for a competitive job market and career development
- Give an understanding of various issues that are faced by companies in emerging economies.

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2011 – 2017

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Who will benefit from EMCS?

Teachers: supports MBA, Masters and Undergraduate management programmes.

Business professionals: assists business decision making through practical cases.

Students: highlights real-world, international management in practice.

Librarians: reinforces the strength of the library collection.

Key Cases

- **Dove hair oil: marketing in India**
A study which looks at market situations and questions if a substantial higher end market, for Dove hair oil, was available.
- **“Doing” the act: Lenovo and corporate reputation**
Discusses the entry of Lenovo into the Indian market where the company faced reputational challenges.
- **Talent management at Telekom Malaysia Berhad**
Explores the experience of Telekom Malaysia Berhad in implementing talent management practices to help sustain the business amid high competition.
- **FIAT: a good product with a wrong strategy**
A study of the reasons for the failure of Fiat in India, connecting the case with marketing concepts.
- **Giordano: positioning for international expansion**
An exploration of how Giordano can maintain its competitive advantage in the future amid increasingly stronger competitors and changing industry conditions.
- **Woolworths South Africa: making sustainability sustainable**
Discusses practical marketing issues for Woolworths such as sustainable strategy and how to grow and protect its position.
- **Kulula.com: now anyone can fly in South Africa**
Examines promotion policy and communications as part of an integrated marketing strategy and in building a service brand.

Bibliographic Information

ISSN: 2045-0621

Editor-in-Chief: Professor Michael Goldman,
University of San Francisco, USA

Date Established: 2011

Contact us

For any enquiries about our databases, content or services, please contact us at:
Emerald Publishing Limited, Howard House, Wagon Lane, Bingley, United Kingdom BD16 1WA
T + 44 (0) 1274 777700 F + 44 (0) 1274 785201 E emerald@emeraldinsight.com
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