



Cases on Business and Management in the MENA Region: New Trends and Opportunities

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The Middle East and North Africa are often overlooked when discussing business and management, however, they continue to play an increasing role in the development of current and future trends. A closer look at these topic areas opens the door for development and innovation and resulting implications.

Cases on Business and Management in the MENA Region: New Trends and Opportunities presents a careful blend of conceptual, theoretical and applied research in regard to the relationship between the Middle East and North Africa region and business and management. This casebook explores the importance of these relationships, aspects related to ICT, accounting, data protection, usability concerning corporate change, and supply chain management. This publication will further theories and practices in this region, as it provides a voice for regional business and management.

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