

Business Recovery in Emerging Markets

Global Perspectives from Various Sectors

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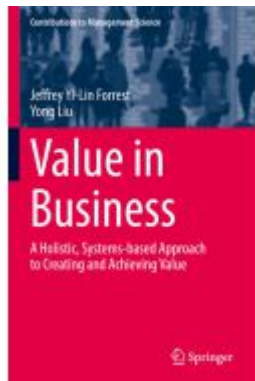
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Details

The book analyzes the recovery process of different industries and sectors from the global health pandemic, as well as its collateral effects. Focusing on emerging markets, it examines the underlying factors that have impeded recovery and how businesses in various sectors have (or have not) responded. The chapters take both a micro and macro approach, surveying the topic from both organizational and national perspectives.

Divided into sections on public policy, innovation, and social responsibility, this work explores the parameters of business and economic perspectives for the construction of effective models to pursue an effective recovery. It will appeal to scholars studying how business responds in the new normal.

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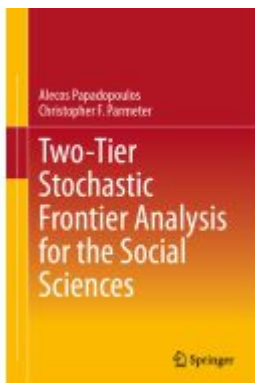
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