

# FOREWORD

This is the first book that focuses on examining such a wide range of business issues across emerging markets with an eye on providing recommendations to enhance and improve decision making and organizational efficiency. This book considers a wide range of issues such as finance, marketing, international business, economic development, the environment, information technology, etc. and relates them to issues arising in emerging markets. While the chapters contained within the handbook are diverse in terms of their subject matter and approach, this book provides valuable insights into the prevailing best business practices in emerging markets across the world. Dr Singh has brought together a collection of studies from some of the world's leading academics on emerging markets. This book is written in a manner that is accessible to senior undergraduate students, graduate students, and managers. It should be a standard reference for researchers and practitioners interested in business issues relating to emerging markets.

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