
Editorial

Steve Carter

Faculty of Business and Law,
Leeds Business School,
Leeds Metropolitan University,
The Rose Bowl, Portland Gate,
Leeds, LS1 3HB, UK
E-mail: s.t.carter@leedsmet.ac.uk

Biographical notes: Steve Carter is Professor of African Business in the Leeds Business School, Leeds Metropolitan University. He is co-author of the text *Global Marketing Management* with Kiefer Lee, now in its second edition, and has written numerous other books and articles. He acts as consultant to a number of organisations and his main research interests are global marketing strategy, strategic marketing and research methods.

This special edition of the *International Journal of Economics and Business Research* provides research based case studies in Management, Business and Marketing, specifically in a developing/emerging country context. As such it provides invaluable teaching and research material in the areas of economic reform, economic structural adjustment, governance, poverty alleviation and in newer agendas including renewable energy and e-commerce.

The cases are drawn for a variety of countries spanning the world, from South America, Africa, India to China. The contexts vary from the public to the private sector and cover both small and large enterprises as diverse as the internet, telecommunications, water and leather. The added complexities of the developing world are readily apparent.

The authors have not just provided a descriptive perspective of the situation but given insightful analysis and offered thought provoking recommendations and observations.

Underpinned by concepts, theories and a wide range of literature, the cases provide a rich insight into the workings of business in a rapidly and important developing/emerging world context.