



Entrepreneurship in the Arab World: Ten Case Studies

El-Khazindar Business Research and Case Center

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This collection of case-studies showcases the experiences of ten intriguing entrepreneurial ventures from emerging markets in the Arab world (Egypt, the UAE, Morocco, and Saudi Arabia).

Readers will receive an in-depth insight on a variety of localized strategic, managerial, marketing, and innovative approaches and practices, which create unique challenges and opportunities in a region undergoing rapid political, social, and economic transformations. The unique case-studies address different stages within the exciting entrepreneurial cycle, from start-up to growth, sustainability, and international expansion.

This casebook is a valuable resource for anyone wanting to know more about launching and sustaining a business within developing Arab economies, as well as being an effective teaching tool for disciplines related to new venture management and entrepreneurship.

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