

# Opportunities and Challenges of Business 5.0 in Emerging Markets

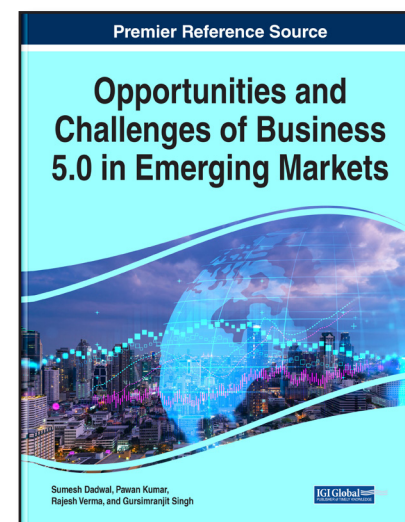
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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## Description:

It seems that when businesses were finally understanding, implementing, and getting used to industry 4.0, the term 5.0 came about. Industry 5.0 takes human touch, innovation, and efficiency a step further in creating a turnaround strategy for corporate governance. This transformation has brought many questions to the minds of stakeholders such as when and why this happened. In order to explore the answers to these questions, further study is required to understand the prospects and challenges.

**Opportunities and Challenges of Business 5.0 in Emerging Markets** discusses the present state and future outlooks of Business 5.0 and aims to achieve comprehensive insights on the implications of Business 5.0 in the emerging markets. The book also provides insights to marketers, entrepreneurs, and practitioners to unravel the opportunities and mitigate the challenges in the competitive world. Covering key topics such as big data, e-commerce, and value creation, this reference work is ideal for policymakers, business owners, managers, industry professionals, researchers, scholars, practitioners, academicians, instructors, and students.



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