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Journal of Education for Business > Volume 88, 2013 - Issue 4

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**ARTICLES** 

## Anatomy of a Scan: Digital Market Intelligence and Economic Literacy in the MBA Curriculum

E. Vincent Carter

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## Sample our



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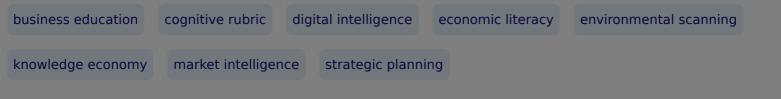
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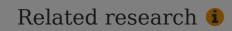
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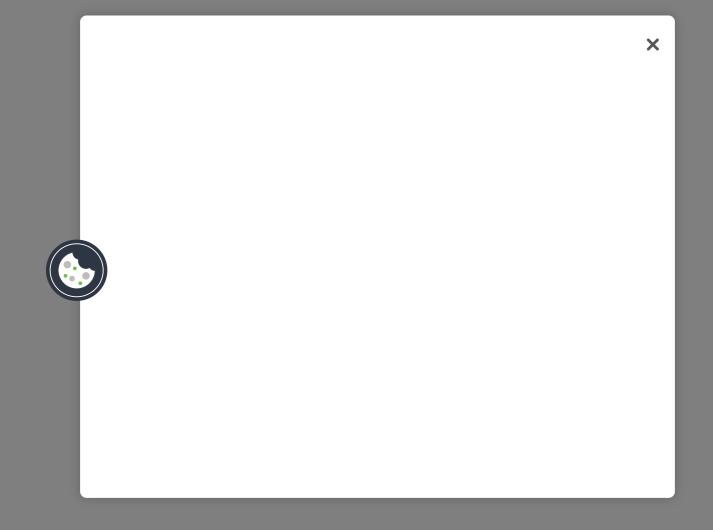
anchor environmental scanning, the anatomy rubric improves students' strategic focus with conceptual advantages and raises economic literacy with empirical application.

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