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E-Book Readers for Full-Time MBA Students: An Investigation in Manchester

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Pages 170-182 | Received 16 Mar 2011, Accepted 10 Nov 2011, Published online: 12 Apr 2012

🗨️ Cite this article 🔗 <https://doi.org/10.1080/08963568.2012.660735>

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Abstract

This article is an investigation of the use of e-book readers by MBA students at the Manchester Business School of the University of Manchester. In Summer 2010 we undertook a pilot study with a small number of MBA students in order to gauge the effectiveness of e-book readers as an alternative means of accessing their course readings. The findings of this study are presented in tandem with discussion of the drivers behind the project and an overview of similar developments at other educational institutions globally, concluding with the results of our pilot and wider implications.

KEYWORDS:

MBA, e-books, e-book readers, business schools, mobile reading

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