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Incorporating Real-Time Financial Data Into Business Curricula

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Abstract

The need to incorporate business and economic data into curricula has been a driver of technology adoption in business schools. Webbased resources and professional data services, such as Reuters and Bloomberg, are being increasingly adopted by business programs to meet this need. There are clear trade-offs to adopting either technological approach. In this article, the author presents examples of incorporating real-time data from professional data services into a variety of business topics.

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