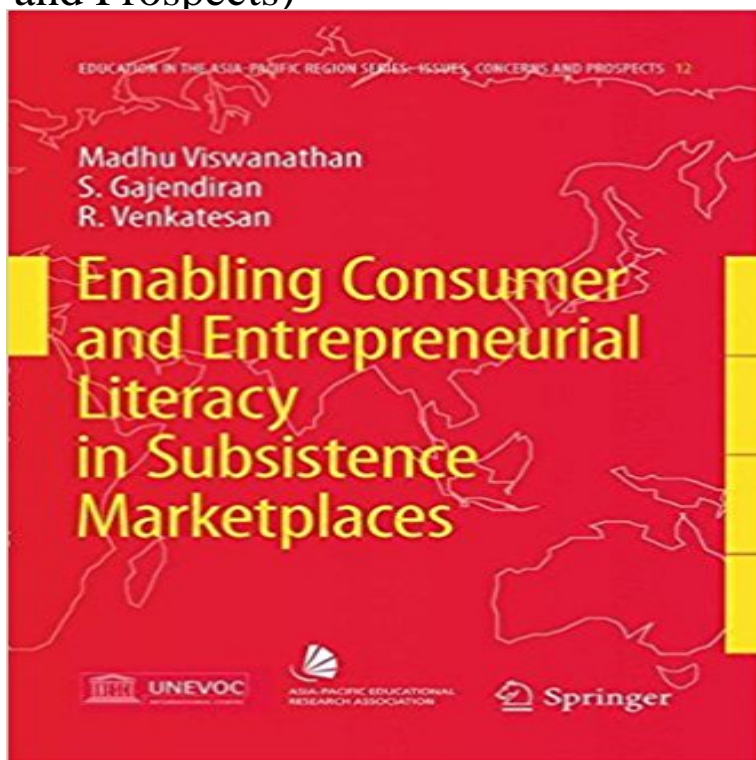


Enabling Consumer and Entrepreneurial Literacy in Subsistence Marketplaces (Education in the Asia-Pacific Region: Issues, Concerns and Prospects)



In a groundbreaking text that will inspire literacy educators, the authors here describe research on low-literate, poor buyers and sellers in subsistence marketplaces. They examine the consequent development of an innovative marketplace literacy educational program that enables consumer and entrepreneurial literacy. Then, they look at the implications of the research and the educational program for business, education, and a variety of disciplines and functions.

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