Foreword

Why read a book on economics and regional development? Immediately afterwards one is compelled to ask, “Why read a book on Turkey?”, especially when there are numerous publications available to read about the leading actors of the global economy. The authors of this book have provided many justifications to potential readers regarding these questions.

The same authors highlight the striking features of the Republic of Turkey which is considered one of the fastest growing economies in the world. While having the largest young population and possessing one of the largest land masses in Europe, Turkey is also historically connected to the MENA (Middle East & North Africa) region.

This book provides a comprehensive overview of the country’s economic, agricultural, business, and educational constituents with detailed chapters including so-called “umbrella terms” such as strategic positioning, corporate social responsibility and talent management, sustainability, business initiatives of Turkish enterprises, economic development, corporate sustainability, foreign investments, unemployment, consumer confidence, and economic growth.

The generic viewpoint of the book can be summarized as “resource-based strategies”. Almost all the chapters address the competitive resources of the country in different manners. Some infer sectoral competences while others highlight potential “human resources”. The book demonstrates analyses on different levels. The majority retains the macro-level context: The European Union and Turkey relations, wage structures, the education strategies, the information and communication technologies, unemployment and skills, and the shadow economy. The others focus on the mezzo- or micro-level of analysis: corporate governance, talent management, corporate social responsibility (CSR), and mergers and acquisitions. The book effectuates compact insights for the reader in multidimensional ways.

Bourdieu says “a foreword is a transmission of a symbolic capital”. I then should express that the honorable authors have given me an opportunity to read the book beforehand. As one who studies culture, diversity, and business strategy, I am very keen on the writings of Turkey to delineate core competences and operations oriented in a socially responsible way. The authors have invested a great amount of time and energy to complete this reference book and I thank them all for their efforts as a reader and as a fellow scholar.

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