Preface

There is a growing body of literature in the fields of entrepreneurship and small business management and marketing, but what makes this book unique is its originality and invaluable information from experts offering their knowledge in different areas, acquired through many years of industry practice, teaching, and research. The book provides a comprehensive and coherent material for students, academics, and practitioners yearning to fully understand the theory and practice of SMEs, particularly in emerging markets. Considering the significant contributions small businesses and entrepreneurial firms make to national economies, this book is an asset, as it critically dilates almost every aspect requiring the attention of anyone interested in the field. Each of the chapters provides the reader with new information. Among others, the book assists readers to develop a coherent understanding of the enterprise processes in SMEs and fast growth entrepreneurial firms, strategies adopted in successful situations, and how lessons learned might be transferred to new contexts.

The book has 23 chapters with each chapter focusing on current issues of relevance to the development of entrepreneurship and small business. Topics covered in the book include:

- Economic and Environmental Sustainable Development
- Green Supply Chain Management
- Human Resource Management
- Information and Communication Technologies
- Knowledge Management
- Marketing in SMEs
- Risk Management and Financing Options
- Small and Medium Enterprise Development
- Small Entrepreneurial Firms
- Succession Planning
- Supply Network Management

This book provides a rigorous yet easy to understand perspective of its topics, and of the daily realities of pursuing careers in SMEs and entrepreneurial ventures. The chapters while presented in one particular order need not be read in that way. Each is intended to be able to stand alone, offering complete per-
spective on a particular topic. It is a “must buy” for enthusiasts of entrepreneurship, small and medium enterprise and family business, as well as those interested in the subject of enterprise development in emerging markets.

Nelson Oly Ndubisi  
Griffith University, Australia

Sonny Nwankwo  
University of East London, UK