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**Fundamental Concepts and Theories**

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of Small and Medium Enterprises. Chapters found within these pages provide an excellent framework in which to position Small and Medium Enterprises within the field of information science and technology. Insight regarding the critical incorporation of global measures into Small and Medium Enterprises is addressed, while crucial stumbling blocks of this field are explored. With 12 chapters comprising this foundational section, the reader can learn and choose from a compendium of expert research on the elemental theories underscoring the Small and Medium Enterprises discipline.

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