Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship

Part of the Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series

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Description:

As businesses seek to compete on a global stage, they must be constantly aware of pressures from all levels: regional, local, and worldwide. The organizations that can best build advantages in diverse environments achieve the greatest success.

The Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship explores the emergence of new ideas and opportunities in various markets and provides organizational leaders with the tools they need to take full advantage of those opportunities.

Readers:

This handbook is a critical reference for business leaders, economists, and students of economic theory.


Topics Covered:

- Competitive Agility
- Cultural Capital
- Global Competitiveness
- International Entrepreneurship
- New Product Development
- Regional Development
- Social Entrepreneurship
- Socio-Economic Behavior
- Sustainable Business
- Workload Control

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