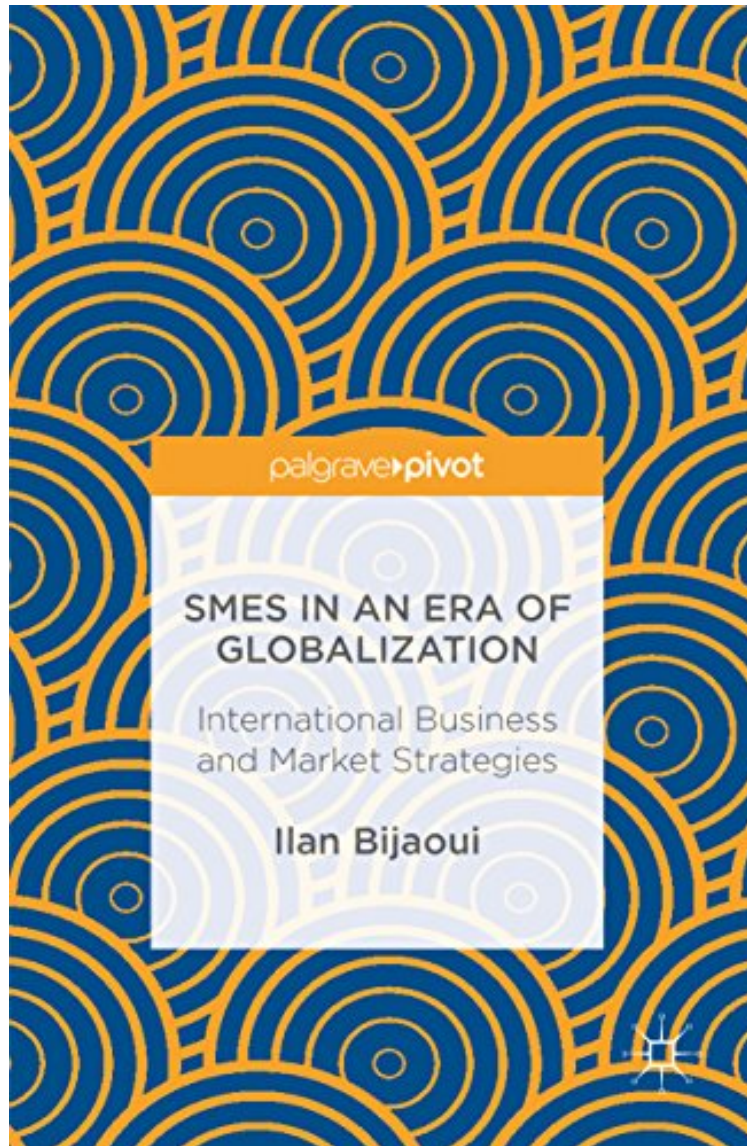


(Ebook pdf) SMEs in an Era of Globalization: International Business and Market Strategies

SMEs in an Era of Globalization: International Business and Market Strategies

Ilan Bijaoui

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

2016-11-24 2016-11-24 File Name: B01MYRAQCK | File size: 67.Mb

Ilan Bijaoui : SMEs in an Era of Globalization: International Business and Market Strategies before purchasing it in order to gage whether or not it would be worth my time, and all praised SMEs in an Era of Globalization: International Business and Market Strategies:

This book identifies the driving forces behind globalization and proposes innovative ways for small and medium-enterprises (SMEs) to confront them. More than ever, sustainable competitive advantage requires SMEs to continually adapt their strategy and confront new and current competition in the international market. SMEs working with multinational companies could also benefit from winning strategies based on a sensible analysis of rational and irrational phenomena at the micro- and macro-economic levels.

From the Back Cover This book identifies the driving forces behind globalization and proposes innovative ways for small and medium enterprises to confront them. More than ever, sustainable competitive advantage requires SMEs to continually adapt their strategy and confront new and current competition in the international market. SMEs working with multinational companies could also benefit from winning strategies based on a sensible analysis of rational and irrational phenomena at the micro- and macro-economic levels.