

Strategic Management and International Business Policies for Maintaining Competitive Advantage

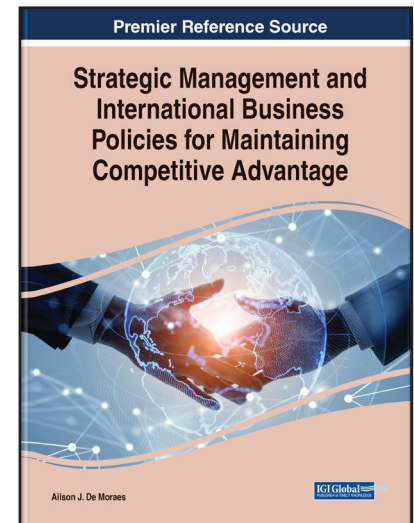
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Family businesses are essential economic drivers in the world. Family businesses are not only able of contributing to the economy in a normal situation but have proven to be able to survive the economic recession. However, the resilience of family businesses varies and can differ between countries. Due to this, it is important to get an insight into the resilience of family businesses across countries.

Strategic Management and International Business Policies for Maintaining Competitive Advantage provides relevant evidence and a theoretical framework of how family businesses survive in difficult times such as an economic recession or a pandemic across countries. Covering key topics such as ownership, entrepreneurship, and digitalization, this reference work is ideal for business owners, managers, researchers, scholars, academicians, practitioners, instructors, and students.



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Topics Covered:

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Business Strategies
Digitalization
Entrepreneurship
Family Business

Family Dynamics
Management
Ownership
Professionalism
Resilience

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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