

# Strategy and Superior Performance of Micro and Small Businesses in Volatile Economies

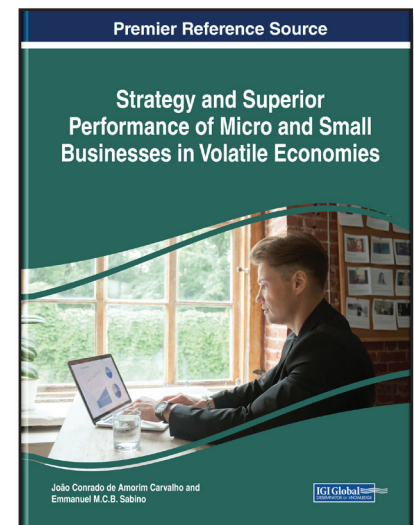
Part of the Advances in Logistics, Operations, and Management Science Book Series

João Conrado de Amorim Carvalho (Unidade de Ensino Superior Dom Bosco, Brazil) and Emmanuel M.C.B. Sabino (FORUM (Centro de Formação, Estudos e Pesquisas), Brazil)

## Description:

Companies operating in countries with volatile economies face an environment subject to turbulence. It is important to understand how these companies can overcome adversity, establish competitive advantage, and achieve superior performance. The selection of competitive drivers can help to improve the ability to capture, process, and manage information that can generate knowledge and innovation in products and processes, as well as increase strategic capacity and organizational performance.

**Strategy and Superior Performance of Micro and Small Businesses in Volatile Economies** focuses on the ways that organizations capture information and disseminate it in their work teams, transforming this knowledge into innovative products and services that establish competitive advantage. It will improve the understanding of the role of strategy, innovation, entrepreneurship, and the effort to reduce poverty levels in societies with volatile economies and which are subject to serious social disparities. Highlighting topics such as economic development, market performance, and network economy, this publication is designed for managers, entrepreneurs, business professionals, academicians, researchers, and students.



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## Topics Covered:

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