

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.

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Topics Covered:

- Competitive Agility
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