

Handbook of Research on Managerial Thinking in Global Business Economics

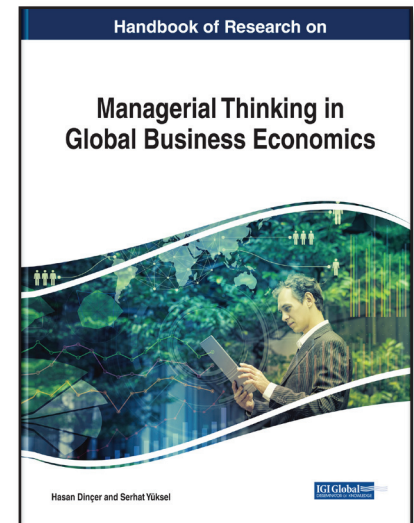
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

In a highly competitive global market, companies need to equip themselves with best practices and strategies to survive. Strategic management, innovative managerial thinking, and a clear decision-making process must be utilized to boost company performance and ultimately drive the company's success.

The **Handbook of Research on Managerial Thinking in Global Business Economics** identifies the importance of strategic decision making in competitive environments and analyzes the impacts of managerial thinking on global financial economics. The content within this publication examines globalization, consumer behavior, and risk management. It is designed for researchers, academicians, policymakers, government officials, and managers, and covers topics centered on innovation and development within organizations.



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