

Senior Entrepreneurship and Aging in Modern Business

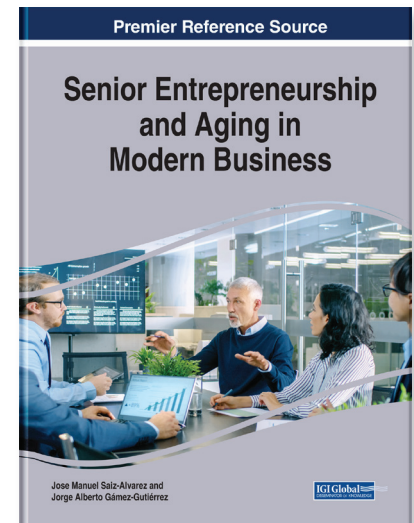
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

With the current upsurge of Industry 4.0, the way manufacturers assemble their products to sell in a competitive market has changed, guided by the SMART strategy. Only the most adaptable and suitable firms will be able to survive in this new business and economic world, and in this sense, the combination of (formal and informal) formation and working experience exerted by senior entrepreneurs will generate competitive advantages in the firms they work.

Senior Entrepreneurship and Aging in Modern Business is an essential reference source that discusses senior entrepreneurship, its benefits to companies due to its combination of practical experience and training, and the impact technology has on it. Featuring research on topics such as human capital, value creation, and organizational success, this book is ideally designed for entrepreneurs, executives, managers, policymakers, professionals, researchers, business administrators, academicians, and students.



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Topics Covered:

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- Value Creation

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