

Models, Strategies, and Tools for Competitive SMEs

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

Rafael Perez-Urbe (Professor Universidad Santo Tomas, Colombia),
David Ocampo-Guzman (Professor Universidad EAN, Colombia) and
Luz Janeth Lozano-Correa (Professor Universidad Santo
Tomas, Colombia)

Description:

In a fiercely competitive global economy, small and medium-sized enterprises (SMEs) face numerous challenges in achieving and sustaining competitiveness. From limited resources and evolving market dynamics to technological disruptions and regulatory hurdles, SMEs often struggle to navigate the complexities of modern business environments. As a result, many SMEs find themselves at a disadvantage, unable to fully capitalize on opportunities or effectively mitigate threats, thus hindering their growth and long-term viability.

Models, Strategies, and Tools for Competitive SMEs offers a comprehensive solution to empower SMEs to thrive in competitive landscapes. By bringing together a wealth of expertise and insights from scholars and practitioners globally, this book serves as a valuable resource for SMEs seeking to enhance their competitiveness and unlock their full potential. Through a diverse array of topics, ranging from leadership and innovation to digital marketing and organizational climate, the book provides actionable strategies and practical tools tailored specifically to the needs of SMEs.

With its in-depth analysis and real-world case studies, this book equips SMEs with the knowledge and resources needed to address their most pressing challenges and seize opportunities for growth. By offering a holistic approach to competitiveness, the book serves as a roadmap for SMEs to navigate the complexities of the modern business landscape with confidence and resilience. As SMEs implement the insights and strategies outlined in this book, they can position themselves for success, driving innovation, growth, and sustainability in an increasingly competitive world.



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