

Cases on Internationalization Challenges for SMEs

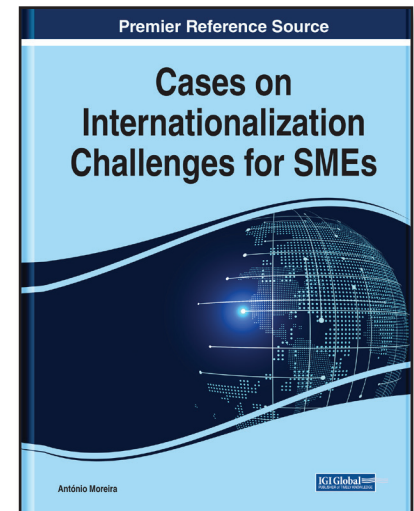
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

With the globalization process, firms are seeking to expand their activities to international markets but are also “feeling” expanded competition from abroad. Small and medium-sized enterprises (SMEs), though seeking to expand abroad, have particularities that hinder their natural international expansion path due to particular barriers and challenges that most multinational firms have already overcome.

Cases on Internationalization Challenges for SMEs provides a set of case studies on the internationalization of SMEs in order to share the latest empirical research findings in the field of internationalization in the context of a globalized world, and which considers a highly competitive international business setting. This includes examining the main reasons for the success or failure of the process of internationalization of SMEs and their inherent activities. Covering topics that include competitive advantage, export performance, and inward internationalization, this book targets managers, executives, and entrepreneurs concerned with how to adapt their companies to a fast-changing international business environment, how to conduct internationalization strategies, how to choose the most adequate international entry modes, and how to adapt their products and strategies to international markets. It is also suited for academicians, researchers, and students in the field of management.



ISBN: 9781799843870

Pages: 305

Copyright: 2021

Release Date: November, 2020

Hardcover: \$185.00

Softcover: \$140.00

E-Book: \$185.00

Hardcover + E-Book: \$220.00

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