

Global Entrepreneurship and New Venture Creation in the Sharing Economy

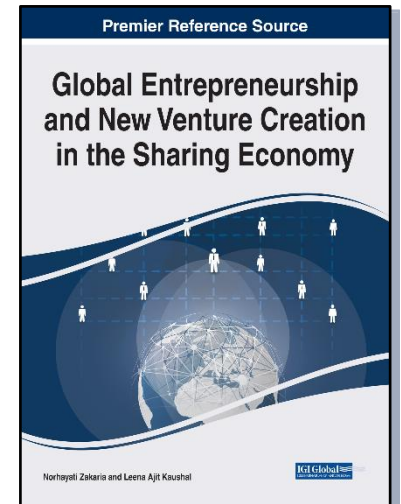
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Norhayati Zakaria (University of Wollongong in Dubai, UAE) and Leena Ajit Kaushal (Management Development Institute, India)

Description:

Technological advances have resulted in higher development of online businesses. As such, new entrepreneurs need to develop a different set of skills and strategies to be successful in the realm of digital business.

Global Entrepreneurship and New Venture Creation in the Sharing Economy is a pivotal reference source for the latest scholarly research on knowledge and skills essential to entrepreneurs for new business start-ups in the globalized and digital age. Featuring extensive coverage on a broad range of topics such as branding, social capital, and e-commerce, this publication is ideally designed for professionals, researchers, and academicians seeking current research on developing the right mindset, culture, and behaviors for business success in the digital age.



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Topics Covered:

- Branding
- Corporate Entrepreneurship Capability
- E-Commerce
- Entrepreneurship Education
- Human Capital
- Small and Medium Enterprises (SMEs)
- Social Capital
- Venture Capital Landscape

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