

Strategic Optimization of Medium-Sized Enterprises in the Global Market

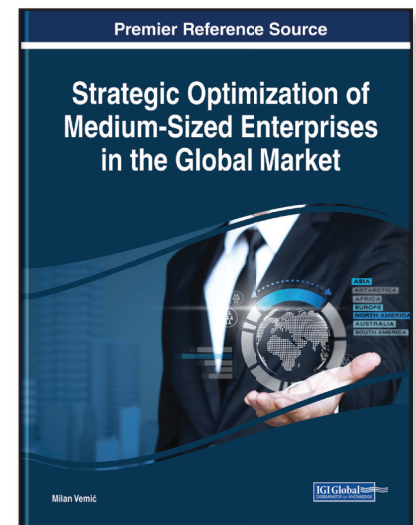
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

To maintain a competitive edge against other businesses, companies must ensure the most effective strategies and procedures are in place. This is particularly critical in smaller business environments with fewer resources.

Strategic Optimization of Medium-Sized Enterprises in the Global Market is a critical scholarly resource that highlights the optimization of management functions, such as working capital and marketing, and how to implement sustainable business management practices in the global world market. Featuring coverage on a broad range of topics such as social entrepreneurship, marketing optimization, and globalization, this book is geared towards business managers, medium-sized enterprises, policy makers, business professionals, and upper-level students seeking current research on the performances of medium-sized enterprises across the world and their broader supply chain.



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