Entrepreneurial Orientation and Opportunities for Global Economic Growth

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

Orlando Lima Rua (Polytechnic of Porto, Portugal)

Description:
Developments in the global economy have drastically transformed traditional businesses and trading systems. New communications and computing technology have not only opened global trade but have also provided customers with more choices and transparent supply alternatives. As such, modern firms are forced to adapt effective strategies that allow them to stay competitive in a global economy.

Entrepreneurial Orientation and Opportunities for Global Economic Growth provides innovative insights into the present-day trends and applications of entrepreneurship and innovation in relation to different countries’ economic and social development. The content within this publication encompasses topics including female entrepreneurship, internationalization, and social development. It is a vital reference source for policymakers, economists, academicians, researchers, entrepreneurs, business students, managers, and stakeholders seeking coverage on topics centered on adopting and implementing entrepreneurship in a modern setting.


Topics Covered:

- Competitive Advantage
- Digital Marketing
- Economic Development
- Female Entrepreneurship
- Firm Growth
- Internationalization

- Public Sector
- Resource Acquisition
- Social Development
- Social Entrepreneurs
- Startups
- Venture Capital

Hardcover: $215.00
E-Book: $215.00
Hardcover + E-Book: $260.00