

Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace

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

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Description:

In an ever-expanding economic world, the need for new businesses with the ability to create and evolve simultaneously is paramount to ensure success. Hybrid business models are essential to foster growth and promote prosperity.

Start-Up Enterprises and Contemporary Innovation Strategies in the Global Marketplace is a critical scholarly resource that examines the relationship between worldwide industry and the need for up-to-date technologies and methods to support such an inclusive market. Featuring coverage on a diverse range of topics such as corporate social responsibility, collaborator empowerment, and start-up enterprise ecosystems, this book is geared toward managers, researchers, and students seeking current research on the interaction between modernization and the expansion of markets to accommodate worldwide industry.



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Topics Covered:

- Collaborator Empowerment
- Corporate Social Responsibility
- Customer Loyalty
- Financial Performance Analysis
- Job Satisfaction
- Relationship Lending
- Start-Up Enterprise Ecosystems

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