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understand the latest global developments in small business management and entrepreneurship with this new edition of the market leading textbook by david stokes and nick wilson starting with the broader socio economic role of small business the proven author team walk you through the key stages of creating and managing small businesses to show you how value is generated within a diverse range of enterprise settings from how to plan a business through franchising small business marketing and on to exits and realizing value stokes wilson is also supported by a host of online resources accessible at cengage co uk

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lauded as a driver of economic growth entrepreneurship and small business ventures have become increasingly attractive to countries looking to boost employment rates productivity and innovation the manifestation of entrepreneurship varies from country to country and what works for one may not work for the next comparative case studies on entrepreneurship in developed and developing countries presents the challenges and opportunities that entrepreneurs in different countries face at various developmental stages through in depth studies this premier reference work seeks to provide examples of successful applications of an elusive concept that has helped many countries move up the developmental ladder a topic relevant to researchers and academicians working in social and behavioral sciences economists and business professionals

this timely book provides a fresh perspective on contemporary research in the field of entrepreneurship and small business considering both theory and application

business in the beginning of the 21 st century faces very turbulent times as the developments on the debt crises have threatened the european market these turbulent times are characterized by doubts on financial markets the rising of state taxes and inflation which turns also in difficulties for small and medium sized enterprises especially the group of small and medium sized enterprises which cannot benefit from economies of scale and scope and other advantages are threatened the most it requires special alertness in spotting ideas and to combine resources to overcome this entrepreneurial disaster crossing europe especially for small export oriented countries like slovakia which depends on foreign trade must handle this

situations very patient and carefully in order to protect their own small and medium sized enterprises and thus its employment rate accordingly this thesis represents a complex view about portfolio entrepreneurs with special focus on a region of the slovak republic which is the country of analysis it delivers new insights about the personality and abilities capabilities skills and traits of portfolio entrepreneurs thus delivers a special significance for the development of portfolio entrepreneurship which is derived from the entrepreneurship research furthermore this diploma thesis represents a kind of forerunner in this research area for the slovak republic as no comparable research done on this theme could be researched during the conducting of the analysis the reader will have the chance to find out valuable information about the state of the art literature contributed by other authors in the theoretical part of this thesis this literature research has been developed from english speaking literature and is notified at the end of the diploma thesis what makes it affordable for subsequent studies subsequently the results of this study which has been built on the grounds of extensive literature review will be presented

business shapes have been changed these days change is the main dominant fact that change the way of business operations running topics such as innovation entrepreneurship leadership blockchain mobile business social media e learning machine learning and artificial intelligence become essential to be considered by each institution within the technology era this book tries to give additional views on how technologies influence business and marketing operations for insuring successful institutions survival the world needs to develop management and intelligent business scenario plans that suite a variety of crisis appears these days also business and marketing intelligence should meet government priorities in individual countries and minimise the risk of business disruptions business intelligence the strategies and technology companies that use it to collect interpret and benefit from data play a key role in informing

company strategies functions and efficiency however being essential to the success many companies are not taking advantage of tools that can improve their business intelligence efforts information technology become a core stone in business for example the combination of machine learning and business intelligence can have a far reaching impact on the insights the company gets from its available data to improve productivity quality customer service and more this book is important because it introduces a large number of chapters that discussed the implications of different information technology applications in business this book contains a set of volumes which are 1 social marketing and social media applications 2 social marketing and social media applications 3 business and data analytics 4 corporate governance and performance 5 innovation entrepreneurship and leadership 6 knowledge management 7 machine learning iot big data block chain and ai 8 marketing mix services and branding

in order to increase the economic opportunities available enterprise development plays a crucial role in the progression of socio economic development for small and medium enterprises enterprise development in smes and entrepreneurial firms dynamic processes explores the process of enterprise development and its reconstruction of entrepreneurial identities critical competencies as well as market turnaround for smes this book aims to be a critical resource in the understanding of enterprise strategies adopted and lessons learned for management development it is a successful resource for students researchers and professionals interested in the growth smes

traditionally organizations and researchers have focused on learning that occurs through formal training and development programs however the realities of today s workplace suggest that it is difficult if not impossible for organizations to rely mainly on formal programs for developing human capital this volume

offers a broad based treatment of autonomous learning to advance our understanding of learner driven approaches and how organizations can support them contributors in industrial organizational psychology management education and entrepreneurship bring theoretical perspectives to help us understand autonomous learning and its consequences for individuals and organizations chapters consider informal learning self directed learning learning from job challenges mentoring massive open online courses moocs organizational communities of practice self regulation the role of feedback and errors and how to capture value from autonomous learning this book will appeal to scholars researchers and practitioners in psychology management training and development and educational psychology

this second volume of entrepreneurship in ireland discusses the issues faced by entrepreneurs in the context of actual companies among the companies profiled are monaghan mushrooms noel c duggan riverdance woodlands house hotel and supermac s

there is a widespread growth of policies to encourage the development of new enterprises and entrepreneurship however there have been relatively few studies on the relationship between these policies and local economic development this book fills that gap it covers three thematic areas strategy finance and programmed design makes recommendations to help the design of entrepreneurship programmes and describes the research that should be undertaken to improve the understanding of key policy issues

a work from cengage learning on entrepreneurship

why do some members of the u s house of representatives become legislative entrepreneurs

americans today recognize and celebrate leadership genius in the management of private companies at the same time the american public remains deeply skeptical of government s ability to address real economic and social challenges the contributors to this timely and important volume increase our understanding of the potential incentives for and barriers to creative problem solving in the public sector drawing on case studies of state and local government as well as theoretical literature on private sector management these scholars reveal both the problems and the possibilities in governmental decision making

this book explores the dynamics of entrepreneurship initiated by women and it assesses the role of technology in sustaining the same the case studies are sourced from various countries such as the us india singapore the uk the middle east slovenia and chile these cases give insight into the socio economic contexts and how in given industry scenarios these initiatives were successful women technology and entrepreneurship takes the reader through the trials tribulations and successes of women entrepreneurs in diverse sectors which have leveraged technology to achieve their goals the cases have strong conceptual underpinnings of management theory enmeshed into them they also include environmental and governmental support networks the exploration of ideas behind the creation of a business supporting institutions and firms key obstacles encountered and how these were resolved the current state of business and future growth scenarios the strong management underpinning makes this book a valuable resource both for entrepreneurs managers and academics

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