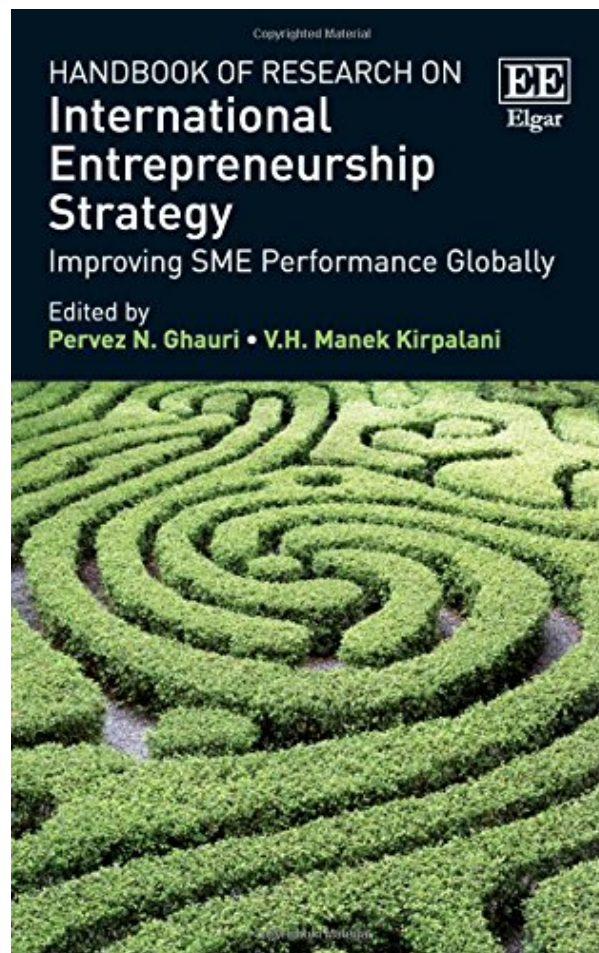


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Improving SME Performance Globally

Edited by

Pervez N. Ghauri • V.H. Manek Kirpalani



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Review

'This book lets you view and understand the crucial nexus of international marketing, particularly market entry, growth, and government activities, and allows you an opportunity to become part of the thinking, planning and discussion. The new vistas offered by this book are substantial.'- Michael Czinkota, Georgetown University, Washington D.C., US

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- From the Foreword by Michael Czinkota, Georgetown University, US

This impressive Handbook provides a dynamic perspective on the international entrepreneurial strategies of SMEs, including the role and experience of their founders, as well as the collaboration of these SMEs in networks with larger firms.

The expert contributors from all over the world and the editors explore the origin and evolution of internationalizing SMEs, the changing history and the future outlook of this sector. They study the effects of different cultures on the origin and growth of entrepreneurship and SMEs. The Handbook also outlines the various types of Born Globals that emerge from different parts of the world.

This book will prove essential reading for researchers and students of international business, entrepreneurship and SMEs. Founders of internationalizing SMEs will also learn about novel management practices, while educational institutions and governments will find invaluable insights on how to foster and support SMEs in their internationalization efforts.

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