

<<企业家战略>>

图书基本信息

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## 内容概要

The Strategic Management Society Book Series is a cooperative effort between the Strategic Management Society and Blackwell Publishing. The purpose of the series is to present information on cutting-edge concepts and topics in strategic management theory and practice. The books emphasize building and maintaining bridges between strategic management theory and practice. The work published in these books generates and tests new theories of strategic management. Additionally, work published in this series demonstrates how to learn, understand, and apply these theories in practice. The content of the series represents the newest critical thinking in the field of strategic management. As a result, these books provide valuable knowledge for strategic management scholars, consultants, and executives.

书籍目录

Notes on Contributors  
List of Figures  
List of Tables  
1 Entrepreneurship and Innovation in Emerging Part I  
Entrepreneurial Theory and Uncertain Environments  
2 Can Organizing a Firm Create New Economic Value?  
3 How Entrepreneurs Create Wealth in Transition  
4 International Entrepreneurship in Emerging Economies: Part II  
National Context and New Enterprises  
5 Entrepreneurship in Developing Countries  
6 How Much Does Country Matter?  
7 The Entrepreneurship and Clusters Foundations of Development: Theoretical Perspectives and Latin  
8 The Political Foundations of Inter-firm Networks and Social Capital: A Post-Communist Lesson  
9 External Networks of Entrepreneurial Teams and High  
10 Entrepreneurial Innovation in Standards-based Industries:  
Author Index  
Subject Index

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