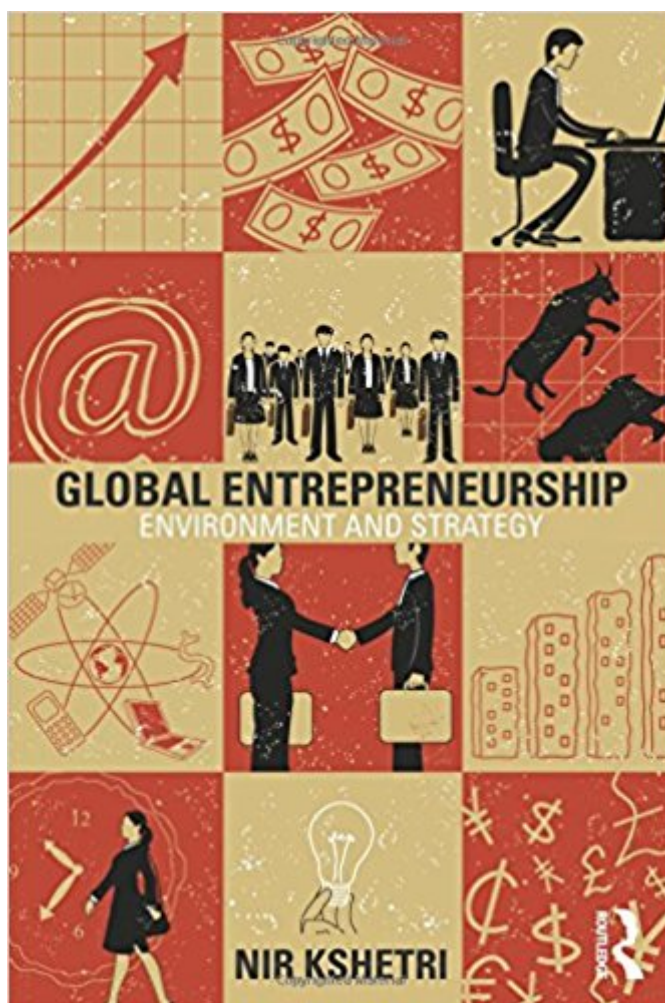


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Global Entrepreneurship: Environment And Strategy



Synopsis

Selected as an Outstanding Academic Title by Choice Magazine in 2014! Nir Kshetri's Global Entrepreneurship: Environment and Strategy provides a window into the economic, political, cultural, geographical, and technological environments that affect entrepreneurs as they exploit opportunities and create value in economies across the world. The book begins with a discussion of the theories, concepts, indicators, and measurements that impact entrepreneurship differently in different regions. From there, it offers helpful insights into global variations in entrepreneurial ecosystems and finance. Kshetri methodically examines entrepreneurship patterns in diverse economies through the lenses of economic system, political system, culture and religion, and geography (both by country and continent). Global Entrepreneurship offers case studies at the end of each chapter illustrating concepts learned, as well as three detailed cases in an appendix for broader reflection. The book also includes online data resources, and international business planning support, making it a valuable resource for students in entrepreneurship, and international business classes.

Book Information

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"This book is essential reading for all researchers, instructors of entrepreneurship, international business undergraduate students majoring in entrepreneurship, and MBA students. Summing up Essential. Lower-division undergraduates and above." D.W Huffmire, emeritus, University of Connecticut, Choice

Nir Kshetri is a Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro, USA and a research fellow at Kobe University, Japan. He has authored four books and about seventy journal articles, and has given lectures or presented research papers in more than forty countries.

Great book for international Entrepreneurship concepts. It really helps you understand the global economies and how they perceive entrepreneurs also it gives you a guideline to writing an international business plan.

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