



Small Business Management in Cross-Cultural Environments

Per Lind

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Products and services created by small and medium sized organizations account for the vast majority of economic activity across the globe. These organizations will prove vitally important to the emerging and developing economies that will shape future decades.

Small Business Management in Cross-Cultural Environments is one of very few books to take the cross-cultural context as an opportunity to analyse and discuss the key concepts of small firm management in different parts of the world. This textbook covers important topics, such as:

- the global economic development process
- entrepreneurship
- the role of government
- SME growth and collaborations in a global context.

By explaining how culture shapes and conditions the reality of small businesses and how organizational theories and models fail as management tools, this book fills a significant gap. Supplemented by a compendium of compelling case studies, drawn from across the world, and based upon 25 years of international research by the author, *Small Business Management in Cross-Cultural Environments* is a useful guide for students and practitioners of SME and International Management

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