

Entrepreneurial Strategic Content

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Focuses on entrepreneurial strategic content. This title addresses the types of strategies that entrepreneurial companies use to effectively position themselves and gain competitive advantages. It identifies several strategic dilemmas and strategic choices that organizations face in their efforts to be more entrepreneurial. EAN/ISBN : 9781848554238 Publisher(s): Emerald Group Discussed keywords: Entrepreneurship Format: ePub/PDF Author(s): Lumpkin, G. T. - Katz, Jerome A.

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