

Market-driving Behavior In Emerging Firms

[DOWNLOAD HERE](#)

Market orientation has been established as a source of company success over the past 20 years. Jesko-Philipp Neuenburg researches the market-driving behavior i.e. the behavior of a company that is directed to fundamentally change the structure of the market and/or behavior of market stakeholders in emerging firms on a theoretical as well as an empirical level. A study of 224 emerging technology firms in Germany is presented and the results indicate that market-driving behavior has a positive influence on firm success. EAN/ISBN : 9783834984920 Publisher(s): Gabler Discussed keywords: Jungunternehmer, Markt (ökonomie), Organisationssoziologie, Unternehmensgründung Format: ePub/PDF Author(s): Neuenburg, Jesko-Philipp

[DOWNLOAD HERE](#)

Similar manuals: