

# 《企业家战略》

## 图书基本信息

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## 内容概要

This book presents a series of studies from different scholars, looking at entrepreneurial strategies and innovation in emerging market economies. Represents the view of the entrepreneur in local as well as multinational corporations. Focuses on how entrepreneurial activities can take advantage of new technologies in emerging market economies. Considers how companies operating in EMEs can cope with the main environmental constraints. Written in an accessible style, free from jargon, and does not require any prior technical knowledge.

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