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REGARDED IN THE FIELDS OF ENTREPRENEURSHIP AND INTERNATIONAL MANAGEMENT THE BOOK IS WELL RESEARCHED AND EDITED THE BOOK PROVIDES AN EXCELLENT DISCUSSION ON THE IMPORTANCE OF SMES IN THE GLOBAL ECONOMY THROUGH A NUMBER OF DIFFERENT CASE STUDY EXAMPLES AND DISCUSSION OF VARIOUS ELEMENTS OF THE INTERNATIONALIZATION PROCESS THIS BOOK PROVIDES AN OUTSTANDING RESOURCE FOR THE STUDY OF SMES THAT OPERATE IN THE INTERNATIONAL MARKET VANESSA RATTEN JOURNAL OF INTERNATIONAL ENTREPRENEURSHIP THIS BOOK IS MOST TIMELY IT ARRIVES AT A TIME WHEN GLOBALISATION AND NEW TECHNOLOGIES PRESENT MAJOR OPPORTUNITIES AND CHALLENGES TO THE ROLE OF THE INDEPENDENT SMALL AND MEDIUM SIZED BUSINESS IN ECONOMIES THE BOOK S STRENGTH IN DEALING WITH MANY OF THE EMERGING ISSUES IS UNDERPINNED BY A TRULY INTERNATIONAL RANGE OF CONTRIBUTORS WITH A STRONG MIX OF PRACTICAL AS WELL AS ACADEMIC EXPERIENCE FROM THE PREFACE BY ALLAN GIBB PROFESSOR EMERITUS DURHAM UNIVERSITY UK LESTER LLOYD REASON AND LEIGH SEAR BRING TOGETHER LEADING RESEARCHERS AND THINKERS IN THIS CRITICAL GUIDE TO THE ONGOING WORLDWIDE RESEARCH SHAPING THE ROLE PLAYED BY SMES WITHIN TODAY S GLOBAL ECONOMY THE EXPERT CONTRIBUTORS CONTEND THAT THE PAST TWENTY YEARS HAVE SEEN AN EXPLOSION IN RESEARCH INTO INTERNATIONAL SMES RESULTING IN A CONSIDERABLE BODY OF ACADEMIC LITERATURE AND THINKING THIS RESEARCH THEY ARGUE MAY MERELY SERVE TO INCREASE OUR LACK OF UNDERSTANDING IN THIS AREA AND OFTEN RESULTS IN MYTHS AND MISCONCEPTIONS UPON WHICH SME POLICIES AND SUPPORT PROGRAMMES HAVE BEEN DEVELOPED AND INTRODUCED THEY GO ON TO SUGGEST THAT ACADEMIC MODELS ARE OFTEN POORLY SUITED TO THE PROBLEMS FACED BY SMES WITHIN THE INTERNATIONAL TRADING ENVIRONMENT IN MANY INSTANCES THE CONTRIBUTORS FIND SMES AT THE VANGUARD OF THE CHALLENGE TO ACCEPTED BUSINESS PRACTICES IT IS THESE CHALLENGES THAT UNDERPIN THE TEXT ILLUSTRATING THAT TODAY S SMES ARE FACED WITH THE CRITICAL ISSUE OF HOW TO CREATE AND MAINTAIN A SUSTAINABLE COMPETITIVE ADVANTAGE IN LIGHT OF THE INCREASED COMPLEXITY OF INTERNATIONAL TRADE AND GLOBAL BUSINESS LINKAGES THIS HANDBOOK WILL PROVE INVALUABLE TO BOTH ACADEMICS AND PRACTITIONERS INVOLVED IN BUSINESS AND MANAGEMENT AND ENTREPRENEURSHIP INCLUDES SOUTH AFRICA RHODESIA ZAMBIA MALAWI SOUTH WEST AFRICA MOCAMBIQUE ANGOLA SWAAZILAND BOTSAWANA AND LESOTHO

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