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Nota di contenuto	1. Introduction: Trust, Institutions and Managing Entrepreneurial Relationships in Africa -- Part I. Theories of Institutions, Trust and their Impact on Entrepreneurship -- 2. Institutions and Entrepreneurial Relationships Development -- 3. Trust in Inter-organisational Relationships -- Part II. Rethinking Institutions and Trust Development in Entrepreneurial Relationships in Africa -- 4. Institutions Influencing Trust Development in Entrepreneurial Relationships in Africa -- 5. Managing Entrepreneurial Personal and Working Relationships in Africa -- Part III. Trust in African Entrepreneurial Relationships -- 6. Trust Development in Entrepreneurial Relationships -- 7. Trust Violation in Entrepreneurial Relationships in Africa: Weak Institutions -- 8. Trust Repair in Entrepreneurial Relationships in Africa -- Part III. Conclusions -- 9. Conclusion and Future Implications.

'This extremely timely publication addresses an important knowledge gap in this era of shifting economic power and global imbalances. Entrepreneurship is central to the growing success of the wider African economy and understanding the importance of trust within developing relationships can help the growth of long term profitable relationships. It also impacts positively in acting as a catalyst for the network development of local, national and international businesses. A further strength of the book is its cultural focus surrounding indigenous institutions. I am confident that readers will enjoy the innovative contents of this book and be influenced by its ideas.' —Ian Fillis, Professor of Marketing and Entrepreneurship, Liverpool Business School, Liverpool John Moores University, UK

This book highlights the importance of understanding how trust and indigenous African cultural institutions enhance the development of entrepreneurial networks and relationships in Africa. Drawing on institutional theories, the author re-examines the way that entrepreneurial behaviour can be shaped, with a focus on trust, networks and the development of relationships. Analysing a combination of existing literature and empirical data from 50 internationally trading SMEs in Africa, this book reflects the growing interests of entrepreneurs, investors and corporate executives to develop trust and relationships with customers in order to invest and grow. By addressing the need for a greater understanding of how social and cultural institutions in Africa affect the continent's economy, this book not only offers theoretical frameworks, but also future implications for practice and policy, and will provide essential reading for those studying emerging markets and globalisation, African business, and entrepreneurship more generally.
