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Nota di contenuto	1. Understanding Start-Up Enterprises -- 2. Entrepreneurial Evolution at the Bottom of the Pyramid -- 3. Epistemological Endorsement to Small Enterprises and Markets -- 4. Cognitive Determinants of Entrepreneurial Leadership -- 5. Market Orientation and Performance of Micro-Enterprises -- 6. Synthesis and the Road Ahead -- 7. Epilogue.
Sommario/riassunto	This book provides a comprehensive view of the entrepreneurial dynamics within startups by analyzing their marketing strategies in the context of exploiting new opportunities, enhancing stakeholder values, and protecting their business ecosystem for continuous growth. Managing startup enterprises is a complex managerial task, as these businesses need to overcome the competition by understanding thoroughly all the moves of rival firms in the local-global markets. This

book explores the incidence and severity of problems pertaining to organizational design, marketing strategy, the consumer-centric approach, and the transaction-based approach faced by start-up enterprises in order to improve business performance. This text will motivate future research on managing start-up enterprises in terms of developing efficiency in leadership and achieving market competitiveness and organizational growth. It will serve as an important work to those studying entrepreneurial leadership and marketing.
