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Sommario/riassunto	Enterprise and Culture is a uniquely wide-ranging, insightful and well-informed critical evaluation of the economic and social project of creating an enterprise culture. Colin Gray argues that the failure of small enterprise policy is not just a question of economics, but is also caused by psychological and cultural factors. The book demonstrates that the individualism at the centre of enterprise culture policies is, itself, the main impediment to the successful growth and development of small

enterprises.

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