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Information Technological Turbulence: The Role of Marketing Communication for Competitive Advantage in Small Businesses Enterprises -- Chapter 9: How Entrepreneurial Firms Learn From Competitors: An Examination in Strategic Learning Perspective -- Chapter 10: Benefits of New University-Business-Government Arrangements for the Performance of Organizations: A Triple Helix Approach -- Index. .

Sommario/riassunto

This edited volume discusses the contextual nature of strategic entrepreneurship. It unfolds the concept of context in strategic entrepreneurship and demonstrates how entrepreneurial strategies differ among various countries, societies, and entrepreneurial ecosystems. Written by global experts in strategic entrepreneurship research, chapters discuss emerging issues in the field such as barriers to strategic entrepreneurship, entrepreneurial resourced-based view, mixed embeddedness, social media marketing, competitiveness in small enterprises, strategic learning, and the triple helix approach to university-business-government strategic cooperation. Affirming that strategic decisions, planning, and formulations are greatly context-related endeavors and hence any true understanding of entrepreneurial strategy starts with appropriate understanding of relevant context, this volume makes a vital contribution to the discussion of strategic entrepreneurship.
