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Corporate Social Responsibility in Economies of Transition: The Role of the State; 1.8. Is There a Way Out? Promoting Integrity in CEE through a Social Enterprise

1.9. CEE's Complex Saga: Authors' Discussion of Part I 2.1. Preview: Global Forces and CEE Competitiveness; 2.2. The Eurozone Crises and CEE; 2.3. The New Silk Road: China and the Emerging Opportunities for CEE ; 2.4. The European Crises and the United States; 2.5. Climate Change and the Post-Carbon Economy: Innovation through Shale Gas; 2.6. The Rise of Social Entrepreneurship; 2.7. A New Generation of Digitally Educated Workers; 2.8. Back to Reality: Global Trends In Business Education; 2.9. Borders and Beyond: Authors' Discussion of Part II; 3.1. Preview: The Way Forward
3.2. Crisis, Renewal, and Leapfrog: Contributions of Contemporary Innovation and Business Strategy in Europe's Periphery 3.3. Redesigning the Bureaucratic Mind: Toward Fact-Based Thinking in Economic Regulation; 3.4. The New Civil Society: Corruption as Discursive Empowerment; 3.5. Breaking with the Leadership Fantasy: Adopting a More Realistic Model of Drive and Motivation; 3.6. Attack of the Cyborgs: A Note on the Limits of One "New Way of Thinking"; 3.7. Rethinking CEE: Authors' Discussion of Part III

Sommario/riassunto

This book provides a broadly managerial perspective on key trends that affect business decision-making in Central and Eastern Europe twenty years after the beginning of the region's transition to market economy. Reflecting different viewpoints, including economic, social, and political approaches, the essays helps managers of the region to understand better both regional and the global forces influencing their businesses – as well as to bring to their attention relevant cutting-edge approaches to business thinking and decision-making.
