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Sommario/riassunto

This collectivebook offers a cross-country perspective on the
internationalisation of smalland medium-sized enterprises (SMEs).
Scholars from prestigious institutions in Europe,North America,
Australia and China provide new insights on how SMEs develop
andperform their international activities. Their innovative approach
isparticularly useful to understand the major role played by SMEs in
todaysglobal economy. The authorsidentify key factors that facilitate
the international expansion of SMEs. Theyexplain how SMEs can
succeed in their development in both mature and emergingeconomies.
Their findings are based on quantitative surveys and in-depthcase
studies, and the resulting recommendations are provided to help SME
managers increase theperformance of their international activities.
