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Autore	POTENZA, Lorenzo
Titolo	Avvertimenti morali alle giovani per incamarle alla virtù, ricavati da' lumi della religione dell'abate d. Lorenzo Potenza ..
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Nota di contenuto	Cover ; Title page ; Copyright page ; TABLE OF CONTENTS; George Soros, Foreword; Introduction: Managers, Entrepreneurs, and Leaders in the Ever More Complex CEE Environment; I. Key Business Trends in Central and Eastern Europe; II. Central and Eastern Europe and Global Forces; III. Central and Eastern Europe and New Business Thinking; Conclusion: Joining the Twenty-First Century and the Need for Creative Professionalism; Editor's Acknowledgements; List of Contributors; Index; Back cover ; 1.1. Preview: CEE Business Environment through the Eyes of a Western Manager 1.2. Europe's Emerging Countries and the Changing Geography of Innovation 1.3. New Ways of Financing CEE Entrepreneurs; 1.4. The Double Face of Janus: Or How CEE Entrepreneurs Can Use Intellectual Property Rights Smartly; 1.5. Time to Fold the Tent: Retail Rivalry in Hungary and its Implication for the Rest of CEE ; 1.6. Corruption in Central and East Europe: Economics, Politics, and Cultural Values; 1.7.

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. Boarders 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

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#### 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.

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