

1. Record Nr.	UNINA9910970539003321
Titolo	Disruptive innovation in Chinese and Indian businesses : the strategic implications for local entrepreneurs and global incumbents // edited by Peter Ping Li
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York, N.Y. : , : Routledge, , 2013
ISBN	1-136-69612-1 0-203-38754-6 1-299-31973-4 1-136-69605-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (265 p.)
Collana	Routledge contemporary China series ; ; 97
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Disciplina	338/.0640951
Soggetti	Diffusion of innovations - China Diffusion of innovations - India Technological innovations - China Technological innovations - India Entrepreneurship - China Entrepreneurship - India
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. The contexts for DI from China and India -- pt. II. The strategies of DI for local challengers -- pt. III. The strategies of DI for global incumbents.
Sommario/riassunto	With the rapid development of China and India as new economic powers in global competition, an obvious question is whether these emerging economies are great opportunities or threats. Whilst answers are bound to differ depending on one's perspective, it is increasingly clear that more local firms, especially local entrepreneurs, from these emerging economies will play a more critical role in global competition by becoming challengers to global incumbents. Indeed, the fact that the majority of their populations are at the bottom of the pyramid, and thus cannot afford products designed for th