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Sommario/riassunto	This book explores the latest trends, challenges, and opportunities shaping the business, hospitality, and tourism sectors, with a special focus on Eastern Europe. It presents a collection of thought-provoking papers from the 2024 Modern Trends in Business, Hospitality, and Tourism International Conference, held in Cluj-Napoca, Romania. Key topics include the evolution of global capital markets and investment strategies in the post-COVID-19 era, innovative and sustainable

business models, alternative financing solutions for SMEs, corporate governance reforms, and the future of human capital leadership. Each chapter offers fresh perspectives on building resilient businesses in an increasingly interconnected global economy. Ideal for academics, researchers, industry experts, and practitioners, this book provides valuable insights and practical solutions for fostering sustainable growth and resilience in today's dynamic business environment.

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