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Sommario/riassunto	This book is the second volume presenting carefully selected chapters from the proceedings of the 7th International Scientific Conference on Business and Economics (ISCBE), Vila Real, Portugal, which took place in June 2024. The chapters provide key strategies for thriving in the midst of economic turbulence and explore adaptation, innovation and resilience in our modern, unpredictable landscape. They cover a wide range of areas relevant to contemporary business and economics issues such as economic shocks, high inflation, energy crisis, growth prospects, economic forecast, labor market, gender inequalities, migration, entrepreneurship, firm development and innovations, and

technological transformation. The book is an essential compass for business leaders to navigate market volatility and economic uncertainty.

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