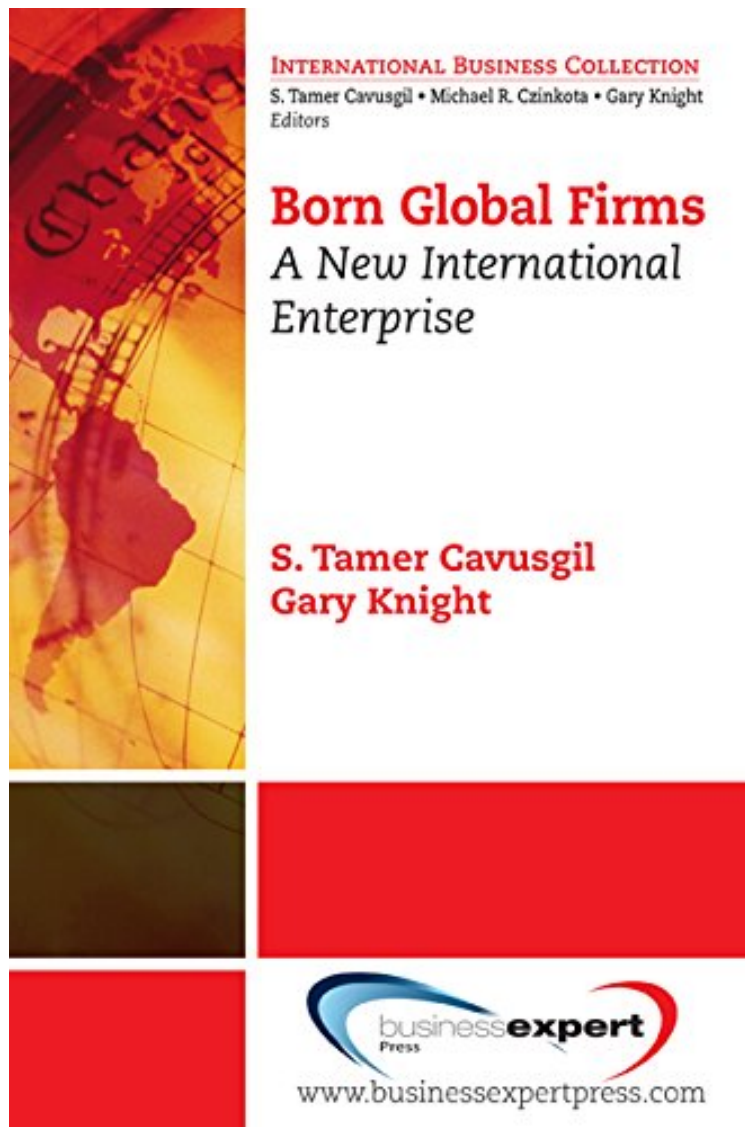


[Download pdf ebook] Born Global Firms: A New International Enterprise (International Business Collection)

Born Global Firms: A New International Enterprise (International Business Collection)

S. Tamer Cavusgil, Gary Knight
*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#3433996 in eBooks 2009-08-01 2009-08-01 File Name: B0149MBXCI | File size: 54.Mb

S. Tamer Cavusgil, Gary Knight : Born Global Firms: A New International Enterprise (International Business Collection) before purchasing it in order to gage whether or not it would be worth my time, and all praised Born Global Firms: A New International Enterprise (International Business Collection):

This book helps managers and scholars understand the born-global phenomenon. We offer a comprehensive treatment of born globals, from distinctive features of these companies, to strategies that they use for international success, to implications of the phenomenon for international small- and medium-sized enterprises. We review useful theories and frameworks, as well as introduce a new field based on the born-global phenomenon - international entrepreneurship.

From the Inside Flap This book helps managers and scholars understand the born-global phenomenon. We offer a comprehensive treatment of born globals, from distinctive features of these companies, to strategies that they use for international success, to implications of the phenomenon for international small- and medium-sized enterprises. We review useful theories and frameworks, as well as introduce a new field based on the born-global phenomenon -- international entrepreneurship. We provide a sound theoretical base, supported by numerous examples.

About the Author Professor Knight has extensive experience in international business in the private sector. In his position as Export Manager for a medium-sized enterprise, he directed the firm's operations in Canada, Europe, Japan, and Mexico, supervising the business activities of some 50 distributors in these regions. Tamer specializes in the internationalization of the firm, global strategy, emerging markets, and buyer-seller relationships in cross-border business.