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the aims competencies strategy management practice and scope of these businesses are changing with wide ranging implications This is the second part of a two volume work that incorporates scientific chapters on SME business theory and practice Authors provide a balanced perspective of the present and future of SMEs across all business disciplines for example management strategy marketing economics and finance While Volume I focuses on the individual SME and internal issues such as innovation quality and digitization this second volume explores external issues such as contextual forces the effects of the financial crisis and macro economic effects The African Context of Business and Society Kingsley Obi Omeihe, Christian Harrison, 2022-10-10 The New Frontiers in African Business and Society series provides innovative reflections on the nature of business and society across parts of Africa and its emerging economy Distinguished scholars formulate important answers to the problems within the continent discovering new avenues of research and pathways **Exchange Rates and International Financial Economics** J. Kallianiotis, 2013-10-02 The recent financial crisis forward has troubled the US Europe and beyond and is indicative of the integrated world in which we live Today transactions take place with the use of foreign currencies and their values affect the nations economies and their citizens welfare Exchange Rates and International Financial Economics provides readers with the historic theoretical and practical knowledge of these relative prices among currencies While much of the previous work on the topic has been simply descriptive or theoretical Kallianiotis gives a unique and intimate understanding of international exchange rates and their place in an increasingly globalized world Global Business Mark Casson, 2023-09-06 This fascinating book examines international business and multinational enterprise as part of a bigger picture considering the importance of two main components space and time Summarising the past five years Mark Casson reviews the changing role of multinational enterprises within the global economy and how leading firms have generated profitability and growth not only from innovations in technology and marketing but also by exploiting legal loopholes in tax and regulatory systems Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences Musso, Fabio, Druica, Elena, 2019-10-11 In the world of economics and business engaging with loyal customers while also seeking out new potential customers is a must With the recent advancements of social media technology these operations have increased the need for more developed methods to mesh consumer business relationships and retention The Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences is a thought provoking reference source that provides vital insight into the application of present day customer relationship management within the retail industry While highlighting topics such as digital communication e retailing and social media marketing this publication explores in depth merchandiser knowledge as well as the methods behind positive retailer consumer relationships This book is ideally designed for managers executives CEOs sales professionals marketers advertisers brand managers retail experts academicians researchers and students

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