



The Global Enterprise: Entrepreneurship and Value Creation

Erdener Kaynak, Riad Ajami, Marca Marie Bear

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Practical insights on the role of the entrepreneur in the global business context

Entrepreneurial ideas that look great on the drawing board can turn out to be deal breakers when introduced in real markets, even when they've been put through the toughest business modeling tests. The Global Enterprise examines how a healthy relationship between entrepreneurship and globalization can combine with new methods of knowledge creation to enhance economic development and build firm sustainability. This unique book takes a fresh and innovative approach to the practical aspects of international business, including economic cluster formation, network formation, market entry, public policy controls and incentives, economic competitiveness, and the creation of value.

The Global Enterprise offers perspectives from practitioners and academics working in a variety of disciplines in Europe, Asia, the Middle East, and the United States. Their contributions address many of the vital issues of global business, including value-added chains, cross-border networks, knowledge management, technology transfer, transnational lines of production, distribution, marketing, and financial flows, and the strategic partnerships between government and corporations. The book is illustrated with more than 65 tables and figures, and articles are organized into three sections—"Globalization: Building Firm Sustainability," "Entrepreneurship and Public Policy: Economic Competitiveness," and "Knowledge Creation: Knowledge Management, Knowledge Transfer, and Cluster Formation."

The Global Enterprise examines:

- the global transfer of capital
- strategic partnerships between governments and multinational firms
- the prospects for economic progress in developing countries
- the impact of small- and medium-sized enterprises (SME)
- the role of export regulations in national security and in safeguarding foreign policy
- the evolution of the Hard Rock Café
- cultural ontology
- global virtual teams (GVT)
- how to implement a knowledge management project
- a framework for discussing entrepreneurship from an environmental perspective
- and much more

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