

图书基本信息

书名：<<亚太地区的企业家ENTREPRENEURSHIP IN PACIFIC ASIA>>

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内容概要

Entrepreneurs are now internationalising, and many more are likely to internationalise in the future. Yet, most small firms expand in an opportunistic fashion, because entrepreneurs seldom have the time and resources to gather reliable data about opportunities in foreign countries. Leo-Paul Dana has conducted extensive international field research with a view to compiling key information on the business environment throughout Pacific Asia. Thus, the book is not just another "how to" guide. It reflects what is happening in an important region of our global economy. With this book, businessmen and business analysts, investors, academics and business students will gain invaluable insights into the conditions and opportunities for enterprise in these countries in this region.

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