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INTERNATIONALIZATION AND SMALL BUSINESS MANAGEMENT IN NORTHERN DENMARK (PB) (PAPERBACK)

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Adonis Abbey Publishers, United States, 2013. Paperback. Book Condition: New. New.. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Internationalization and Small Business Management in Northern Denmark By Hamid Moini, John Kuada Arnim Decker This book contributes to the available literature on small business management by providing a comparison of the internationalization process of family and non-family businesses in Denmark. With practical examples of the decision making processes and challenges of internationalization of these companies, readers will be able to understand how both family and non-family firms from smaller countries approach their internationalization, how they prepare themselves for it, and what really draws them into the world of international business. This book is suitable for undergraduates and graduate students studying courses dealing with family-owned firms and their internationalization issues. Trainers conducting workshops or seminars on family-owned and non-family-owned firms will also benefit immensely from reading it. Contents Introduction to Internationalization of Smaller Firms; Dominant Characteristics of Family and Non-family Small Businesses; Internationalization Process of Small Businesses; Overview of Research Cases: Family-Owned Firms Perspective; Overview of Research Cases: Non-family-Owned Firms Perspective; Comparison of Family-Owned and Non-family Owned Firms; Conclusions; Future Research. Hamid Moini is a professor of Finance specializing in corporate finance and management education at the University of Wisconsin, USA. He was a Visiting Professor of Finance at Aalborg University, Denmark when the book was written. Over the past 27 years, Dr. Moini has focused on development of global market entry strategies for smaller firms and management education in the contemporary global context. He has published books and many articles in the leading journals in finance and international business. John Kuada is Professor of International Business Intercultural Management at Department of Business Studies, Aalborg University, Denmark. He is the coordinator of the Master s...



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