



The Economics and Management of Small Business: An International Perspective

Graham Bannock

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Despite the seemingly relentless march of the multinationals, small businesses continue to thrive across the globe and form a vital part of all successful economies. The Economics and Management of Small Business provides an international perspective on this important topic, and includes many useful pedagogical features such as questions for discussion, international case-studies and empirical research.

Graham Bannock's accessible writing style is key to the reader gaining a good understanding of this important area, and students of small business and entrepreneurship courses will find this book extremely useful.



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