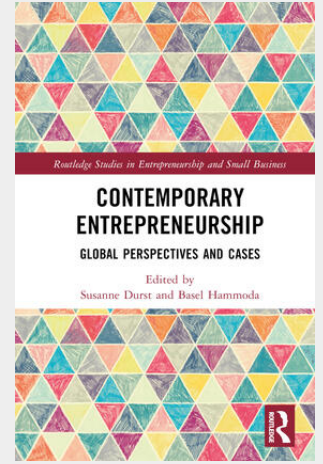


Hammoda / Durst

Contemporary Entrepreneurship

Global Perspectives and Cases

This book dives deep into everyday entrepreneurial stories with an engaging narrative, based on theory, while providing practical implications by highlighting diverse entrepreneurial examples in emerging themes. It provides a collection of concise authentic entrepreneurship case studies, organized into three main themes: digital entrepreneurship, entrepreneurial learning innovations, and challenging entrepreneurship. The featured case studies are based mainly on primary data gathered from entrepreneurs and active members within the entrepreneurship ecosystem all over the globe, at different stages of the entrepreneurial process. Thus, it moves away from the typical unicorns and flagship start-up stories, which are abundant in management literature, to dive deep into realistic everyday entrepreneurial narratives. This edited collection will be of interest to researchers, academics, practitioners, and students in the fields of entrepreneurship and small business management, international business, and management education.



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