

Key Success Factors of SME Internationalisation

A Cross-Country Perspective

International Business & Management

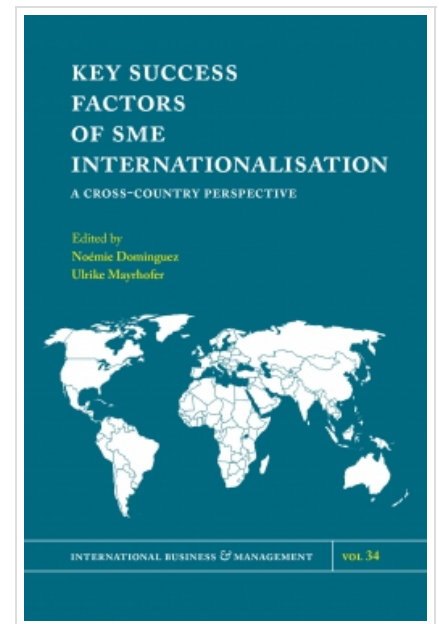
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About the Book

This collective book offers a cross-country perspective on the internationalisation of small and medium-sized enterprises (SMEs). Scholars from prestigious institutions in Europe, North America, Australia and China provide new insights on how SMEs develop and perform their international activities. Their innovative approach is particularly useful to understand the major role played by SMEs in today's global economy.

The authors identify key factors that facilitate the international expansion of SMEs. They explain how SMEs can succeed in their development in both mature and emerging economies. Their findings are based on quantitative surveys and in-depth case studies, and the resulting recommendations are provided to help SME managers increase the performance of their international activities.



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