

## Sustainable Entrepreneurship

**A Guide to Strategic Business Management for Small Entrepreneurs in the Wine Industry and beyond**

Ladenpreis: 36,00EUR

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**Autoren:** Dreßler Marc

### **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/sustainable-entrepreneurship-9783739832234.html>

### **Details**

Successful strategic management of small business isn't always as easy as it looks, given the dynamic changes, turbulent business environments, and in many cases severely restricted room for maneuver that prevail nowadays in Western economies. Which is why strategic and sustainable business governance and operational management are taking on growing importance, especially in sectors consisting mainly of small businesses. Although much has been written on these subjects, a book that resolutely focuses on the nuts and bolts of strategically focused sustainability management is needed, especially for smaller entities. More than 200 illustrative examples of best practice and other scenarios drawn from actual practice in the wine industry and elsewhere; plus more than 160 graphics, and a wealth of empirical data serve to answer the "why and how" of strategy and sustainability in the small business sector.

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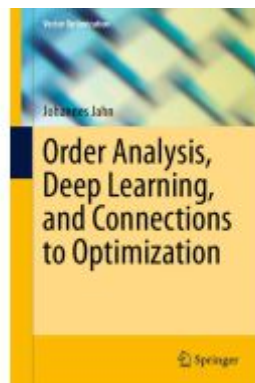
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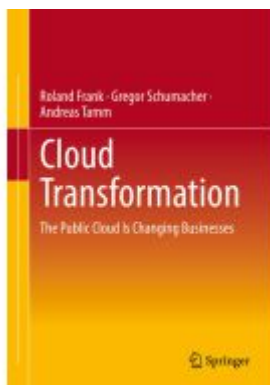
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