



The Entrepreneur's Choice: Cases on Family Business in India

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Micro, small and medium enterprises (MSMEs) are integral to the economic policy framework of India, and promote innovation, competition and equitable economic development. Comprehensively examining the management of family businesses among MSMEs, this book:

- discusses business strategy, corporate and personal values, vision, mission, stakeholder expectations, and strategic response to external factors along with their social and environmental orientation;
- includes 22 case studies drawn from varied sectors such as pharmaceuticals, food processing, engineering, and blood banking;
- documents rich experiences of Indian entrepreneurs and their unique entrepreneurial approaches towards management of social enterprises, loss-making firms in the public sector, corporate social responsibility, succession planning, and innovation.

The book will prove essential to students and scholars of business, entrepreneurship and management, and entrepreneurs and managers working in MSMEs, especially young entrepreneurs as well as the general reader.

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A lot of people always spent their free time to vacation as well as go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity this is look different you can read a new book. It is really fun in your case. If you enjoy the book that you read you can spent the entire day to reading a book. The book The Entrepreneur's Choice: Cases on Family Business in India it is very good to read. There are a lot of folks that recommended this book. These folks were enjoying reading this book. Should you did not have enough space to bring this book you can buy typically the e-book. You can m0ore very easily to read this book through your smart phone. The price is not to fund but this book has high quality.

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