



Entrepreneurial Icebreakers: Insights and Case Studies from Internationally Successful Central and Eastern European Entrepreneurs

Prats, Sosna, Sysko-Romanczuk

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This book presents key insights about the challenges and the approaches they applied. All companies are featured in 15 teachable case studies – ready to use in entrepreneurship and strategy courses – that represent a broad level of diversity with regard to countries, industries, topics, growth phases, challenges and internationalization strategies.

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