

# Small Business Enterprise - Gavin Reid

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"Small Business Enterprise" is an exploration of one of the major issues of contemporary industrial organization the role of small business enterprise in a mature market economy. It covers such key issues as start-up and its financial features; static and dynamic scale economies; enterprise case histories; small business strategy; competitive forces; strategic pricing policy; determinants of growth and survival; and the political economy of fair trade and enterprise. The arguments are analytical and empirical, and are well-grounded in the context of the political economy of small business. Based on a unique and extensive database of small business enterprise, this study utilizes over 40,000 data points gathered by field work within firms. Through the use of contemporary ideas from industrial economics, allied to statistical, econometric and qualitative techniques, this book brings rigor and insight into the study of small business enterprise. Words: scale small, small ideas Author: Reid, Gavin Publisher: Routledge Illustration: N Language: ENG Title: Small Business Enterprise Pages: 00000 (Encrypted PDF) On Sale: 1995-09-07 SKU-13/ISBN: 9780415056816 Category: Business & Economics : Economics - General

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