



Commercial diplomacy in international entrepreneurship [a conceptual and empirical exploration /

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Emerald,
2012

Monografía

Little attention has been devoted to the topic of commercial diplomacy, defined as the application of diplomacy to help bring about specific commercial gains through promoting exports, attracting inward investment and preserving outward investment opportunities, and encouraging the benefits of technology transfer. The spectrum of actors in commercial diplomacy ranges from the high-policy level (head of state or prime minister to ambassador) and the lower level of specialized diplomatic envoys like trade representative, commercial attaché or commercial diplomat. This volume focuses on how to organize diplomacy to support international entrepreneurs. It takes an interdisciplinary perspective, combining the fields of business administration and public administration, more specifically international entrepreneurship and international relations. This is the first interdisciplinary book that extensively explores the organization of diplomacy for international entrepreneurship at the micro level: the diplomats' and individual entrepreneurs' perspective

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Título: Commercial diplomacy in international entrepreneurship [Recurso electrónico] : a conceptual and empirical exploration edited by Huub Ruël

Editorial: Bingley, U.K. Emerald 2012

Descripción física: 1 online resource (xix, 291 p.) ill

Mención de serie: Advanced series in management 1877-6361 v. 9

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ISBN: 9781780526751 electronic bk.)

Materia: Business & Economics- Management. bisacsh Business & Economics- Human Resources & Personnel Management. bisacsh Business & Economics- Commerce. bisacsh International business. bicssc Management & management techniques. bicssc International business enterprises Entrepreneurship International economic relations

Autores: Ruël, Huub

Entidades: Emerald e-Book Series Collection Business Management and Economics (Servicio en línea)

Enlace a formato físico adicional: 9781780526744

Punto acceso adicional serie-Título: Advanced series in management v. 9

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