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*The COVID-19*

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*pandemic is causing a radical change in both the economic and business paradigms that have ruled countries for decades.*

*Emerging models are leading to a new world*

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*economic order  
predictably led  
by China and  
the United  
States. New  
forms of  
organization,  
new ways of  
working  
remotely, the  
strengthening  
of some  
industries to*

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*the detriment  
of others, and  
the supremacy  
of technology  
to be able to  
work are going  
to change the  
economies as we  
know them  
today. The  
Handbook of  
Research on  
Emerging*

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*Business Models  
and the New  
World Economic  
Order offers  
strategies,  
economic  
policies,  
social,  
economic, and  
political  
trends that  
will affect  
organizations*

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*to increase  
their  
efficiency and  
labor  
productivity  
and change the  
world's  
business and  
financial  
structures.  
This book  
forecasts  
future business*

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*changes and  
prospective  
models,*

*structural or  
not, for*

*guiding the  
survival of  
small and*

*medium*

*enterprises*

*(SMEs),*

*multinationals,*

*family firms,*

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*entrepreneurs,*  
**Economia E**  
*and NGOs in the*  
**Strategia**  
*post-COVID-19*  
**Internazionale**  
*era. Covering*  
**L'impresa Dei**  
*topics such as*  
 **Mercati Globali**  
*business model*  
*creation,*  
*global*  
*sustainable*  
*logistics 4.0,*  
*and social and*  
*solidarity*  
*economy, this*



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*text is  
essential for  
economists,  
entrepreneurs,  
managers,  
executives,  
family firms,  
SMEs, business  
professionals,  
policymakers,  
students,  
researchers,  
practitioners,*

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*and*

*academicians.*

*Over the past  
decade, there  
has been*

*continual*

*development and*

*renewal of*

*strategies and*

*practices*

*surrounding e-*

*governance.*

*Governments*

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*around the  
world have  
embraced new  
information and  
communication  
technologies to  
increase the  
efficiency of  
internal  
processes,  
deliver better  
and more  
integrated*

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*services to  
citizens and  
businesses,  
invite citizen  
and stakeholder  
participation  
in planning  
decisions,  
improve  
communication,  
and sometimes  
even enhance  
democratic*

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*processes.*

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*Global Strategy*

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*and Practice of*

L'impresa Dei

*E-Governance:*

Mercati Globali

*Examples from*

*Around the*

*World provides*

*readers with an*

*overview of*

*relevant*

*strategy and*

*policy-level*

*theoretical*

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*frameworks and  
examples, as  
well as up-to-  
date  
implementations  
from around the  
world. This  
book offers  
valuable  
insights into  
best practices,  
as well as some  
of the issues*

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*and challenges surrounding the*

*governance of*

*and with*

*information and*

*communication*

*technologies in*

*a globalized,*

*knowledge-based*

*world.*

*The ACADEMY OF*

*INTERNATIONAL*

*BUSINESS (UK*

*Page 15/201*

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with the UK and  
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of the Academy  
of  
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brand new  
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*addresses the  
growing  
uncertainty and  
socio-economic  
challenges of  
globalisation  
and its  
profound  
implications  
for the  
strategies and  
operations of  
multinational*

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enterprises  
(MNEs).

Responding to  
the new balance  
in  
international  
business, the  
authors offer  
valuable  
insights into  
the co-  
evolutionary  
processes

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*involved in head-  
quarters-  
subsidiary  
relationships,  
the need for  
novel  
strategies by  
MNEs to retain  
competitive  
advantage,  
improve  
performance and  
contribute to*

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*the global  
economy.*

*Consumers in  
most parts of  
the world now  
have global  
access to  
products beyond  
those offered  
in their  
countries and  
cultures. This  
new space for*

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*comparison*  
**Economia E**  
*defined by*  
**Strategia**  
*globalization*  
**Internazionale**  
*can result in*  
**L'impresa Dei**  
*very different*  
**Mercati Globali**  
*purchasing*  
*behaviors,*  
*including those*  
*influenced by*  
*the 'country of*  
*origin'. This*  
*book*  
*investigates*

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Mercati Globali**

*this effect,  
one of the most  
controversial  
fields of  
consumer  
literature,  
from a company  
perspective. In  
particular, it  
demonstrates  
the strategic  
relevance of  
the country of*

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*origin in  
creating and  
making use of  
the value in  
foreign  
markets. It*

*also addresses  
the challenges  
connected with  
utilizing the  
value of the  
country of  
origin by*

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*considering*  
**Economia E**  
*different entry*  
**Strategia**  
*modes and*  
**Internazionale**  
*international*  
**L'impresa Dei**  
*marketing*  
**Mercati Globali**  
*channels.*

*Further, it*  
*considers the*  
*role of*  
*international*  
*importers and*  
*international*  
*retailers'*



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*assortment*  
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*strategies in*  
**Strategia**  
*terms of value*  
**Internazionale**  
*creation in*  
**L'impresa Dei**  
*foreign*  
**Mercati Globali**  
*markets.*  
*Combining*  
*theory and*  
*practice, the*  
*book features*  
*diverse company*  
*perspectives*  
*and interviews*

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Change  
Mercati Globali  
Improving SME  
Performance  
Globally  
Selected  
Contributions  
from the 8th  
Global  
Conference

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Mercati Globali  
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processi d'inte  
rnazionalizzazi  
one delle  
imprese  
International  
Marketing in  
the Fast

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orientation, a  
corporate  
emphasis, and a  
true global-  
local focus,  
International  
Business:

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Globalization  
Strategia  
explains the  
Internazionale  
'whats' and  
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'whys' of  
Mondial Globali  
differences as  
it covers  
industries,  
competitors,  
regions, and  
markets from  
the

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perspectives of

practicing

managers.

Author John S.

Hill reviews

the geographic

and historic

backgrounds of

regions and

markets in a

way that no

other text has

done, with

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Strategia  
supply chains,  
Internazionale  
global  
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branding, and  
Mercati Globali  
world religions  
as they affect  
management at  
the local  
level. It  
integrates  
business topics  
and

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analysis into a  
strategic,  
global-local  
framework. It  
places current  
events in focus  
by covering  
history and  
geography as  
they affect  
international  
business. It



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includes a  
unique chapter  
on global  
industry and  
competitor  
analysis, a  
common business  
tool, but a  
topic not  
covered in  
other texts. It  
covers religion  
as a key

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determiner of  
behaviors  
worldwide to  
help readers  
understand why  
behaviors  
differ  
depending on  
the local  
context. It  
focuses on  
corporate  
analysis,

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**planning, and i  
nternationaliza  
tion, vital  
corporate  
practices  
rarely covered  
in other  
textbooks. It  
includes short  
cases for  
undergraduates  
and longer  
cases for**

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is ideal for  
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or for courses  
focusing on  
international

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or global

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business

Strategia  
strategy

Internazionale  
This text

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focuses on

Moneta Globali  
contemporary

cutting edge

research

concerning the

increasing

strategic

importance of

subsidiary

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Mercati Globali

networks to the  
multinational  
firm. It  
combines  
contributions  
from three  
major related  
areas of  
inquiry; the  
changing  
theoretical  
conception of  
networks and

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the structure  
of the  
multinational  
firm, the  
importance of  
spillovers and  
agglomeration  
economies  
related to  
multinational  
investments and  
the management  
of the flow of

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information and  
knowledge from  
headquarters to  
subsidiaries  
and vice versa.  
The authors of  
this book  
present several  
central  
business  
methods  
throughout all  
chapters. Every



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method  
Economia E  
introduced in  
Strategia  
Marketing  
Internazionale  
Methods to  
Impresa Dei  
Strategy has a  
Meriti Globali  
strong market  
driven  
philosophy.  
These methods  
are intended to  
adjust the firm  
to consumer

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needs,  
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considering the  
Strategia  
presence of  
Internazionale  
competitors in  
l'impresa Dei  
marketplace. In  
Market Globali  
addition, the  
book wants to  
show how it may  
be used when  
working with  
marketing and  
sales

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management .  
Economia E  
Another  
Strategia  
important theme  
Internazionale  
of this book is  
l'impresa Dei  
the idea that a  
Merati Globali  
firm is seen as  
a network. This  
network  
philosophy is  
an important  
theme  
throughout the  
book, and

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should open

managers' eyes

to potential

joint marketing

activities, as

well as joint

ventures, other

types of

contracts and

partnerships in

a world of

firms' fuzzy

boundaries.

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This book  
explores  
emerging trends  
in international  
lization,  
analyzing the  
processes and  
steps that  
firms take when  
entering new  
markets. This  
timely  
contribution

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highlights the  
need for a  
deeper  
understanding  
of today's inte  
rnationalizatio  
n process,  
critiquing  
existing  
literature and  
instead  
proposing a new  
paradigm based

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on a re-  
Economia E  
interpretation  
Strategia  
of the Resource-  
Internazionale  
based View  
L'impresa Dei  
(RBV).

Analysing the  
motives behind  
internationaliz-  
ing, the  
factors  
affecting entry  
choices, and  
the challenges

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connected to  
outsourcing and  
offshoring, the  
authors present  
a new framework  
for understanding  
the reasons  
behind internationalization  
and the  
financial risks  
that are



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involved. With  
theoretical  
discussion and  
empirical case  
studies, this  
book seeks to  
offer an  
informed  
insight into in  
ternationalizin  
g, making it an  
invaluable read  
for those

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researching ent  
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preneurship  
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on a global  
**Internazionale**  
scale, as well  
**L'impresa Dei**  
as managers and  
**Meriti Globali**  
leaders of  
international  
firms.

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**and Practice of**  
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During Economic

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PRO-VE 2011,  
Sao Paulo,  
Brazil, October  
17-19, 2011,  
Proceedings  
*This reference*

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***book is an IGI  
Global Core  
Reference for  
2019 as it  
provides  
trending  
research on  
family  
businesses. With  
the recent boom  
in entrepreneur  
ship and the***

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***maker market,  
this publication  
will provide the  
timeliest  
research  
outlining how  
family  
businesses can  
enhance their  
business  
practices to  
ensure***

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***sustainability.  
The Handbook  
of Research on  
Entrepreneurial  
Leadership and  
Competitive  
Strategy in  
Family Business  
is a collection of  
innovative  
research on  
business and***



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***leadership strategies that can be applied to family firms in order to boost efficiency, competitiveness, and optimal use of resource allocation to compete internationally.***

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**While highlighting topics including global leadership, knowledge creation, and market performance, this book is ideally designed for business**

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management**

**professionals,  
executives,**

**researchers,  
academicians,**

**and students**

**seeking current**

**research on the**

**entrepreneurshi**

**p role of family**

**businesses in**

**Page 59/201**

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***the modern  
economic age.***

***Oftentimes, the***

***owners and  
entrepreneurs***

***whose small***

***businesses are***

***undergoing***

***financial***

***problems suffer***

***high emotional***

***costs. These***

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***individuals can  
experience  
significant  
setbacks in their  
entrepreneurial  
journeys as well  
as depression  
and other  
negative  
emotions from  
the stress of  
crisis episodes.***

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***However,  
businesses that  
are in crisis also  
provide valuable  
learning  
opportunities  
for adapting and  
changing in  
order to  
successfully face  
future  
challenging***

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**situations.**

**Cases on Small**

**Business**

**Economics and**

**Development**

**During**

**Economic Crises**

**presents a**

**diverse range of**

**perspectives and**

**insights into**

**global**

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***developments in  
entrepreneurshi  
p and captures a  
diverse  
collection of  
methodologies  
and outcomes  
from various  
countries in the  
realm of small  
business  
economics and***



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*their*  
Economia E  
*development.*  
Strategia  
*Including case*  
Internazionale  
*studies that*  
L'Impresa Dei  
*discuss the*  
Mercati Globali  
*COVID-19*  
*pandemic, risk*  
*management,*  
*and*  
*entrepreneurial*  
*resiliency, this*  
*case book serves*

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***as an excellent  
companion for  
entrepreneurs,  
small business  
owners,  
managers,  
executives,  
economists,  
business  
professionals,  
academicians,  
students, and***

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**researchers.**

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**businesses**

Internazionale

**struggle to be**

L'impresa Dei

**competitive and**

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**influential at**

**the global**

**market level.**

**With the new**

**ideas in the**

**management**

**and leadership**

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***disciplines, hard  
skills are losing  
or are believed  
to be losing  
their strategic  
relevance while  
soft skills are  
praised and  
highly sought  
after. The  
Handbook of  
Research on***

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Companies, a  
pivotal  
reference  
source, provides  
vital research on  
international  
business***

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**management  
strategies and  
applications  
within internal  
organizations  
that allow  
companies to  
strategically  
position  
themselves for  
increased  
success in the**

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***global economy.***

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***While***

Strategia

***highlighting***

Internazionale

***topics such as***

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***organizational***

Mercati Globali

***culture, internal***

***communication,***

***and***

***generational***

***workforce, this***

***publication***

***explores***

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***leadership  
disciplines as  
well as the  
methods of  
handling  
multicultural  
organizations.  
This book is  
ideally designed  
for  
entrepreneurs,  
executives,***



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business  
professionals,  
human resource  
officials,  
researchers,  
academicians,  
and students.*  
*This impressive  
Handbook  
provides a  
dynamic*

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Strategia

Internazionale

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Mercati Globali

***perspective on  
the  
international  
entrepreneurial  
strategies of  
SMEs, including  
the role and  
experience of  
their founders,  
as well as the  
collaboration of  
these SMEs in***

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***networks with  
larger firms.***

***The expert  
contributors  
from all over the  
world and the  
editors explore  
the origin and  
evolution of inte  
rnationalizing  
SMEs, the  
changing***

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***history and the  
future outlook  
of this sector.***

***They study the  
effects of  
different***

***cultures on the  
origin and***

***growth of entrep  
reneurship and***

***SMEs. The***

***Handbook also***

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***outlines the  
various types of  
Born Globals  
that emerge  
from different  
parts of the  
world. This book  
will prove  
essential  
reading for  
researchers and  
students of***

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***international  
business, entrepreneurship and  
SMEs. Founders  
of internationalizing SMEs will  
also learn about  
novel  
management  
practices, whilst  
educational  
institutions and***

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**governments**

**will find**

**invaluable**

**insights on how**

**to foster and**

**support SMEs in**

**their internation  
alization efforts.**

**La distanza**

**psichica nelle**

**strategie di inte**

**rnazionalizzazio**

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***ne delle imprese  
Estrategia de  
marketing  
internacional  
International  
Directory of  
Business and  
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Scholars and  
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***Knowledge and  
Building  
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Advantage  
Contemporary  
Issues in  
International  
Business  
Applied Tools  
and Frameworks  
to Improve a  
Company's***

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**Competitiveness  
Using a Network  
Approach**

*Institutions,*

*Strategy and*

*Performance*

*Information and*

*communication*

*technologies*

*related to digital*

*networks enable*

*the continued rise*

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of entrepreneurial  
business  
opportunities and  
inventive business  
models. E-  
Entrepreneurship  
and ICT Ventures:  
Strategy,  
Organization and  
Technology  
provides a unique  
and quintessential  
overview of the

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*current state of  
conceptual and  
empirical research  
at the interface of e-  
business and  
entrepreneurship  
research.*

*Contributing an  
enhanced  
understanding of  
the important  
interface of e-  
business and*

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*entrepreneurship,  
this reference*

*publication brings  
together leading*

*academics and*

*practitioners from*

*around the world,*

*offering essential*

*reading material*

*for students,*

*educators,*

*managers,*

*entrepreneurs, and*

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*political decision  
makers interested  
in applying and  
fostering e-  
business concepts  
in an  
entrepreneurial  
environment.*

*Implementation of  
technology into  
social and  
economic  
developments have*

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*provided key strengths in improving competitiveness and meeting the demands of modern society for life and the economy; including adapting to green development as a means to confront the economic crisis.*

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E-Innovation for  
Sustainable  
Development of  
Rural Resources  
During Global  
Economic Crisis

*brings together a  
multidisciplinary  
exchange of  
knowledge on the  
application of  
electronic and  
mobile innovations*



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*towards the  
sustainable  
development of the  
economy. Providing  
an opportunity to  
identify effective e-  
innovation and  
successful  
practices, this book  
is essential for  
researchers,  
students, rural  
developers, and*

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*academics in the  
fields of economics,  
sustainable  
development,  
informatics, and  
the environment.*

*Latin America has  
long held an  
important role in  
international  
economics and  
continues to attract  
attention as the*

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region faces  
Economia E  
restructuring and  
Strategia  
implements new  
Internazionale  
business  
Impresa De  
conceptions. As a  
Mati Globali  
result, Latin  
America continues  
to experience  
economic growth,  
which further  
affirms the region's  
great potential for  
future business

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*endeavors.*  
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Development  
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Opportunities and  
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Market Entry  
Mercati Globali  
Challenges in Latin  
America provides a  
practical, in-depth  
look at the different  
challenges and  
opportunities  
present in the Latin  
American economy.

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*This text is of use  
to policymakers,  
managers,  
academicians,  
researchers,  
advanced-level  
students,  
technology  
developers, and  
government  
officials in  
furthering their  
research exposure*

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*to pertinent topics  
in market entry and*

*business*

*development in the*

*region. This*

*publication guides*

*the reader to an*

*understanding of*

*the Latin American*

*region both*

*theoretically and*

*practically through*

*a collection of*

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chapters  
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concerning  
Strategia  
microfinance,  
Internazionale  
political trust,  
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opportunities and  
Mercati Globali  
challenges for  
entrepreneurial  
activity, public-  
private academic  
cooperation, and  
poverty in Latin  
America.

Terms such as the

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Imprenditoria

Management

used over the past

decade to describe

the changing global

competitive

environment. A

plethora of

strategic and



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Business

*operational  
measures have*

*been used to*

*enable firms to gain*

*sustainable*

*competitive*

*advantage, with*

*varying degrees of*

*success. Yet we*

*remain in largely*

*uncharted territory*

*with strategic*

*preparation for the*

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*future becoming a  
critical activity.*

*Strategy and*

*Performance*

*provides*

*academics,*

*practitioners and*

*students with a*

*highly focused*

*approach to*

*competing in the*

*global marketplace.*

*Evidence from the*

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Industry  
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Achieving  
Competitive  
Advantage in the  
Global Marketplace  
Strategy,  
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Handbook of  
Research on  
Emerging Business  
Models and the  
New World  
Economic Order  
1995-1996

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In recent years  
an extensive  
range of new  
research has  
been revisiting  
the topic of the  
location of  
international  
business  
activities, from  
a variety of  
different  
perspectives and  
background

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Economic &  
Strategic  
Internazionale  
L'impresa Del  
Mercati Globali

interests. This work has been inspired in part by two apparently quite different but actually related contemporary trends: on the one hand, an emergence or revitalization of clusters of activities co-

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located in or  
around selected  
global city  
regions or fast  
growing  
metropolitan  
areas; and on  
the other hand,  
an increased  
global  
dispersion of  
activities  
conducted within  
the value chains

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International  
Business  
managed or  
Economic E  
coordinated by  
Strategie  
many large  
Internazionale  
multinational  
L'Impresa Del  
enterprises and  
Mercati Globali  
their business  
partners. The  
former trend has  
given rise to  
discussions of  
how the elite of  
the cultural-  
cognitive  
economy of the



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21st century (in  
Economic's  
Allen Scott's

terminology) or  
the creative  
Internazionale  
class (Richard  
L'Impresa Dei  
Florida's term)  
Mercati Globali  
are now being  
drawn or brought  
back to major  
urban centers;  
while the latter  
trend is  
associated with  
debates over

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International  
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Economic and  
Social  
consequences of  
shifts in the  
ownership and  
location of  
distinct nodes  
of value chains  
once production  
systems become  
more fragmented  
and the  
component parts

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Business  
of such systems  
become more  
geographically  
dispersed. An  
increased  
interest in the  
subject of  
international  
business  
location has  
been shown by  
scholars in  
Strategic  
Management, in

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International  
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Economic  
Geography, and  
in Regional  
Science, as well  
as in our own in  
terdisciplinary  
field of  
International  
Business  
Studies.

However, as is  
often the case  
in academic  
research

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communities,  
these bodies of  
scholarship have  
tended to  
develop at  
something of a  
distance from  
one another,  
each conversing  
internally more  
than they have  
with one  
another.

Location of

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Strategia  
Attività aims  
to promote a  
International  
greater  
L'Impresa Dei  
conversation  
Mercati Globali  
between those  
interested in  
the topic of  
Location from  
various  
different  
backgrounds or  
starting points.

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The articles are taken from a special issue on the theme of the Multinational in Geographic Space which was published by The Journal of International Business Studies in 2013.

The twelfth  
volume in the

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Progress in  
International  
Business  
Research series  
presents  
extensive  
accounts of the  
contemporary  
scientific  
debate on how to  
assess the  
impacts of  
distance, both  
negative and



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positive ones,  
on the conduct  
of international  
business.

With the onset  
of the third  
millennium,  
increasing  
numbers of  
corporations  
around the world  
have been  
undergoing  
cultural and

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mindset shift  
paradigms whilst  
developing  
corporate  
strategies that  
are increasingly  
attuned to the  
highly  
competitive and  
dynamic business  
realities  
arising from  
globalising  
national

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economies around  
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the world. This  
**Strategia**  
research book  
**Internazionale**  
represents an  
**L'impresa Dei**  
eclectic  
**Mercati Globali**  
collection of  
latest research  
articles and  
empirical  
studies  
conducted in  
different parts  
of the world on  
corporate

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strategy,  
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including  
Strategia  
usually  
Internazionale  
neglected  
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countries of  
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study such as  
Germany, Turkey,  
Greece and  
Spain. This  
research book  
contains over  
twenty research  
papers examining  
various aspects

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of corporate  
Economy in  
Strategy in  
different  
Internazionale  
international  
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settings, this  
Mercati Globali  
book is intended  
to equip readers  
with the latest  
knowledge to  
understand the  
complexities of  
corporate  
strategy both at

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a theoretical  
and operational

levels. Further,

the book is

specifically

written with the

needs of the

students of

strategy both at

an undergraduate

and postgraduate

who may want to

gain

contemporary

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knowledge of  
strategy based  
on empirical  
research.  
Emerging  
markets, the  
euro crisis, and  
the push to  
reform global  
institutions  
have resulted in  
a fast changing  
world, creating  
opportunities

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and challenges  
for  
Economia E  
international  
marketing firms  
and academics.  
New players,  
phenomena, and  
challenges have  
emerged that  
demand new  
research to  
develop and  
expand  
innovative



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Transition:  
International  
Scarcity,  
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Globalism, &  
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Proceedings of  
the 2009 World  
Marketing  
Congress  
Theory and  
Practice  
This volume shows

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that in today's globalized world, clusters are an important factor in explaining the different growth rates of firms, cities and regions.

Drawing on the expertise of an international contributor team, it covers topics such

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as clusters and  
small and medium-  
sized enterprise  
competitiveness,  
innovation and  
science parks,  
clusters and  
multinationals, and  
information and  
communication  
technology  
clusters. It reveals  
great diversity in

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terms of the origin  
of clusters, the  
organizational  
relationships at  
play, and the  
characteristics of  
the firms involved.

Taking lessons  
from a rich variety  
of literature and  
empirical cases, the  
book provides  
valuable insights

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for regional  
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development and  
Strategia  
industrial policy.  
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Economic Clusters  
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and Globalization  
Metodi Globali  
will be of interest  
to scholars and  
policymakers in  
economic  
geography,  
regional studies,  
entrepreneurship  
and international

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business.  
Luca Zan, Stefano  
Zambon, Andrew  
M. Pettigrew This  
book has developed  
from an Globali  
international  
research workshop  
organized by the  
Dipartimento di  
Economia e  
Direzione  
Aziendale,

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University of  
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Venice, and the  
Strategia  
Centre for  
Internazionale  
Corporate Strategy  
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and Change,  
Warwick Business  
School, University  
of Warwick. The  
purpose of the  
workshop was to  
foster the growth of  
a European  
network of scholars



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and to help create a  
"European  
perspective" in  
studying strategic  
change. The ten  
chapters in this  
book were first  
presented in Venice  
in May 1991 and  
have been  
substantially  
revised since then.  
The ten

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Primi Quelli

commentaries on  
the chapters are in  
most cases  
substantial  
developments of  
the oral responses  
made at the  
workshop, as  
indeed is the final  
review chapter by  
Andrew Van de  
Ven. The theme of  
this book, the study

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L'impegno Dei

Professori Global

of strategic change processes, remains as theoretically alive and empirically real in the 1990s as it did in the 1980s. For many organizations in the European and North American context, the 1980s was an era of radical

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change. In this respect there is a wide array of examples.

Structural changes in old industries such as coal, shipbuilding, steel, and heavy engineering led to a great employment loss and the

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impoverishment of  
certain regional  
economies that had  
remained  
dependent on those  
industries. But it  
was not just the old  
industries that X  
INTRODUCTION  
experienced major  
change during the  
1980s.

This volume

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Global

includes the full

proceedings from

the 2009 World

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Congress held in

Oslo, Norway with

the theme

Marketing in

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Scarcity, Globalism,

& Sustainability.

The focus of the

conference and the

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Marketing  
enclosed papers is  
on marketing  
thought and  
practices  
throughout the  
world. This volume  
resents papers on  
various topics  
including  
marketing  
management,  
marketing strategy  
and consumer

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behavior. Founded  
in 1971, the  
Academy of  
Marketing Science  
is an international  
organization  
dedicated to  
promoting timely  
explorations of  
phenomena related  
to the science of  
marketing in  
theory, research



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and practice.

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to members and  
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large, the Academy  
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symposia that  
attract delegates  
from around the  
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these events are

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published in this  
Proceedings series,  
which offers a  
comprehensive  
archive of volumes  
reflecting the  
evolution of the  
field. Volumes  
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Review. Volumes  
are edited by  
leading scholars  
and practitioners  
across a wide range  
of subject areas in  
marketing science.  
This book

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constitutes the  
refereed  
proceedings of the  
12th IFIP WG 5.5  
Working  
Conference on  
Virtual Enterprises,  
PRO-VE 2011, held  
in Sao Paulo,  
Brazil, in October  
2011. The 61  
revised papers  
presented were

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carefully selected  
from numerous  
submissions. They  
provide a  
comprehensive  
overview of recent  
advances in various  
collaborative  
network (CN)  
domains and their  
applications with a  
particular focus on  
adaptation of the

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networks and their  
value creation,

specifically

emphasizing topics

related to evolution

from social

networking to

collaborative

networks; social

capital; value

chains; co-creation

of complex

products;

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performance  
management;  
behavioral aspects  
in collaborative  
networks;  
collaborative  
networks planning  
and modeling;  
benefit analysis and  
sustainability  
issues, as well as  
including important  
technical and

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scientific  
challenges in  
applying CNs to  
areas such as  
advanced logistics  
networks, business  
process modeling,  
service orientation,  
and other emerging  
application  
domains such as  
ageing, tourism,  
crisis, and



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emergency  
scenarios.

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from Research in  
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America  
Diversity and

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economies are  
expected to be  
in the driver's  
seat of the  
global economy  
in the medium  
and long term.  
Large  
multinational  
corporations  
will account for  
much of this

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activity. In  
this textbook,  
Andrei

Panibratov  
explains how  
emerging market  
firms accumulate  
and exploit  
market knowledge  
to develop  
competitive  
advantages  
whilst operating  
globally.

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dedicated to the  
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key emerging  
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economies –  
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Brazil, Russia,  
**Mercati Globali**  
India and China  
(BRIC) – are  
enhanced by  
detailed case  
studies of large  
firms'  
activities. The  
book is divided  
into four parts,

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focusing on the  
following: An  
outline of the  
relevant  
terminology and  
the context of  
the

international  
strategy of  
emerging market  
firms, providing  
an introductory  
foundation for  
the whole book.

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illustration of  
the international  
lization of BRIC  
economies and  
firms, providing  
an overall  
picture of each  
country's global  
integration,  
outward  
investments, and  
strategies. The  
concepts and



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the strategies  
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employed by  
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different firms.  
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Written by an  
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established  
international  
business  
scholar, this  
book is  
essential  
reading for  
students of  
international

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strategy who  
wish to  
understand the  
importance of  
the emerging  
economies.

'The immense  
literature on  
born globals  
contains a  
cottage industry  
of research that  
includes many  
different

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definitions, operations, rationalizations and conclusions.

It is time to reflect on what insights we have gained. The

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industries, role  
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evolution of  
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different cultures on the origin and growth of born globals. The Handbook focuses on the different types of born globals that emerge from the general set of SMEs - ranging from the pure born globals to



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the born again  
globals, the  
born regionals,  
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whilst  
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networks (one  
buyer-multiple  
suppliers)

develop over  
time, looking at  
the geographical  
angle as well as  
an actor

composition point  
of view. Bart

Kamp presents a  
framework that  
reveals what busi

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ness-to-business

(b2b) factors

explain buyer-

supplier co-

location patterns,

making it possible

to predict the

geographical

behaviour of

suppliers, and

also assesses

whether longevity

is truly the deep-

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rooted feature of  
international b2b  
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Sharan is written  
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