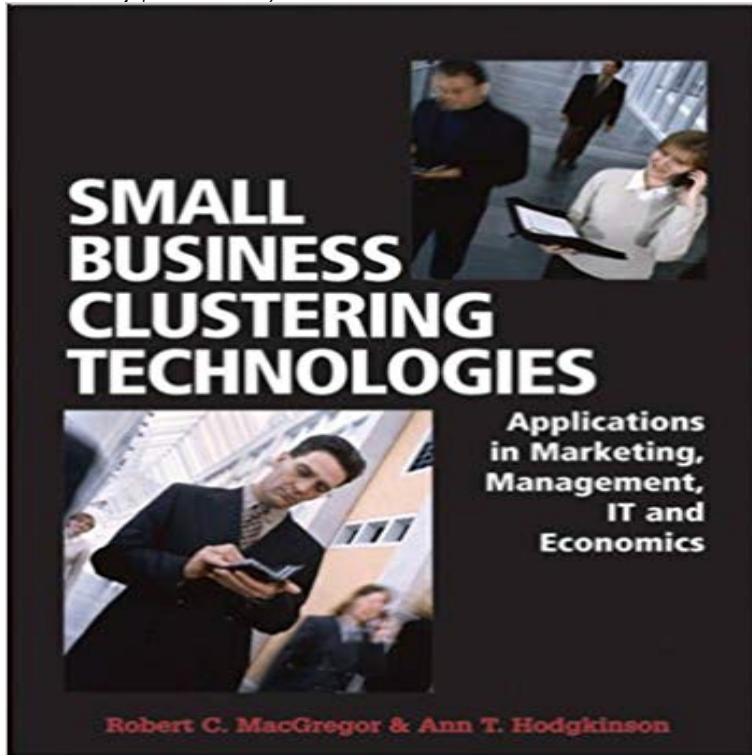


Small Business Clustering Technologies: Applications in Marketing, Management, IT and Economics



Small Business Clustering Technologies: Applications in Marketing, Management, Economics, Finance, and IT examines the development and role of small business clusters from a variety of disciplines - economics, marketing, management, and information systems. Unlike many issues that are hampered by ideological problems between disciplines, this book proves that there is an approach suggesting that cluster analysis is truly interdisciplinary. Small Business Clustering Technologies: Applications in Marketing, Management, Economics, Finance, and IT brings together perspectives on small business clusters from a range of disciplines and countries, highlights the commonalities in the literature, and gives a range of case studies illustrating the variety of clusters throughout the world.

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