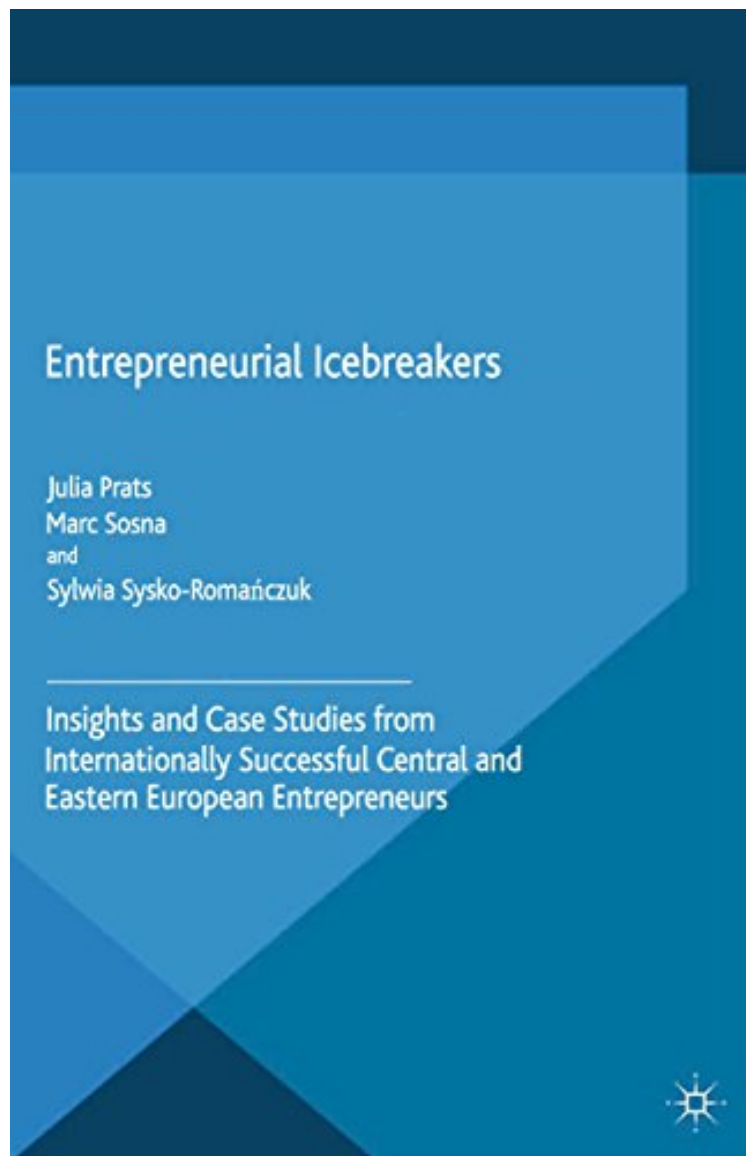


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Entrepreneurial Icebreakers: Insights and Case Studies from Internationally Successful Central and Eastern European Entrepreneurs

J. Prats, M. Sosna, S. Sysko-Romanczuk, Sylwia Sysko-Roma?czuk
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2 of 2 people found the following review helpful. A very different view of entrepreneurshipBy paddy millerThis book tackles that most elusive creature - the entrepreneur in Eastern Europe. Few people have attempted to get an overview of what it takes to create start ups and sustain them in the former Soviet bloc. The barriers to success in terms of regulations, and sometimes lack of regulations combined with government and public apathy are formidable. Here the authors set about with meticulous research revealing that world to the reader. There is much to learn and admire in this book.

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

About the AuthorJulia Prats is an associate professor in the Department of Entrepreneurship at IESE Business School. She holds a Doctorate of Business Administration from Harvard University, an MBA from IESE Business School, and a Degree in Industrial Engineering from Universitat Politegrave;cnica de Catalunya, Barcelona. Julia was nominated as a Kauffman Emerging Scholar for her dissertation work.Marc Sosna is a research fellow in the Department of Entrepreneurship at IESE Business School, and a PhD candidate in the Department of Strategic Leadership and Global Management at the Technical University Berlin. He also holds a Master of Business Administration and is involved in research, consulting, learning innovation activities and numerous international executive education and in-company programs across four continents.Sylwia Sysko-Romanczuk is an associate professor of Management and Entrepreneurship at Warsaw University of Technology Business School. She is Doctor and Post-Doctor of Economics and Management Science at ORGMASZ Institute of Industrial Organization and Management. She was part of several international projects and courses in Manchester Metropolitan University, Harvard University and IESE Business School.