Innovation Strategies and Performance in Small Firms

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John Baldwin and Guy Gellatly find that the strategic decisions young firms make play a critical role in determining their odds for survival and growth. New small firms survive by developing a core set of business skills – skills related inter alia to management, human resources, marketing and financing. Advanced innovation capabilities related to R&D and technology set high-performance firms apart from other businesses. Industry-level differences in product lifecycle, production activity, competitive intensity and the science base all influence the nature of small-firm innovation.

‘... the book may be admired for its statistical correctness and integration of multiple data sources.’

– Martin Perry, International Small Business Journal

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