Contemporary Microenterprise

Concepts and Cases

Edited by Joseph Mark S. Munoz, Professor of International Business, Millikin University, US

While there have been numerous books and articles written on the popular topic of 'microfinance', few books have been written on the business model behind it: the 'microenterprise'. Due to its diversity of thought and high quality of chapter contributions, this book is poised to be the book on 'microenterprises'. Contemporary Microenterprise is a collage of the latest research and viewpoints on the subject by recognized academics and experts from around the globe.

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