Contemporary Microenterprise
Concepts and Cases

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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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