



# Business Strategies and Competitiveness in Times of Crisis: A Survey on Italian SMEs

*Laura Gavinelli*

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# Business Strategies and Competitiveness in Times of Crisis: A Survey on Italian SMEs

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This book focuses on the relationship between business strategy and competition among Italian SMEs in the aftermath of the economic crisis. First examining business strategy and competitive advantage in a broader sense, *Business Strategies and Competitiveness in Times of Crisis* goes on to analyse the strategic behaviour of SMEs and the key factors that allow them to overcome the challenges they face. The book covers wide-ranging topics such as marketing and communication strategies, internationalization process and entry modes, access to credit, networking, innovation process and human resources enhancement. Referring to insightful case studies and surveys conducted between 2011 and 2014, it reflects on managerial implications for Italian SMEs and identifies their three main competitive challenges.

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