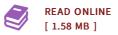


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By Nicolescu, Ovidiu

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The book is structured on three parts. Part 1 2012 business environment, SMEs status and performances is divided in 11 chapters, based on the interviews of 1716 entrepreneurs a representative sample for Romania. Here are analysed business environment, charactersitics of entrepreneurs, SMEs strategies and policies, innovation and informatisation within SMEs, financing of SMEs, companies performance a.s.o. Part 2 Characterisation of the enterprises business activity based upon annual ballance sheets of all Romanian SMEs in 2011. This part is divided in five chapters, analysing the essential elements: teritorial, sectorial, dimensional, distribution of SMEs, general performances of SMEs grouped by size, branches, regions a.s.o. Part 3 Global economic context and Romanian economy in 2010-2011 is divided in four chapters. There are analysed important contextual elements for SMEs like macroeconomic trends, Romanian social development, energy and human resources of Romania, interdependences between Romanian and UE evolutions. The book represent an unique , rich and very uptodate treasure of information and knowledge regarding the Romanian entrepreneurs, SMEs and their environment | Format: Paperback | Language/Sprache: english | 256 pp.



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