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SMALL IS THE NEW BIG: HOW SMALL COMPANIES CAN BEAT THE BIG (MANDARIN) (PAPERBACK)



Corporate Turnaround Centre Pte Ltd, United States, 2013. Paperback. Condition: New. Language: Chinese . Brand New Book ***** Print on Demand *****.Small business owners and managers may never, in their wildest imagination, dream of beating the giant corporations. Yet many small businesses do survive, thrive, and even defeat major corporations by leveraging their unique advantages. This is now possible with the advent of the Internet and globalisation. Many modern corporate giants such as Google, Facebook, Amazon and Ebay were unknown...

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- Authored by Michael Teng
- Released at 2013



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