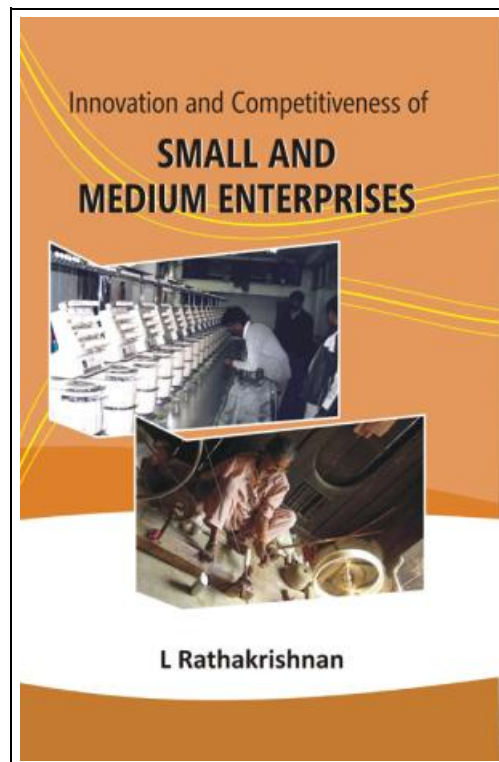


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2010. Hardcover. Condition: New. 342 "Innovation and competitiveness of Small and Medium Enterprises" is the collection of 20 research papers, contributed by eminent personalities in this field. The book presents SMEs innovation and patent rights, technology intervention for enhancing competitiveness and strategies to be adopted to face global competition. The book covers very broad areas, namely SMEs on innovation, WTO, patent rights, private branding, waste management practices, total quality management, technology intervention ICT, internet trading, e-commerce and case studies related to few selected industrial clusters. The edited volume brings out the multifarious facets of SMEs involvement in innovation and strategies adopted to cope with changing dynamism of globalisation. The SMEs are fully geared to face new challenges and are also ready to accept the opportunities available to them. The collected volume also teaches us that SMEs are less dependent on external sources, including government aid, but, significantly contribute to the economy to grow and flourish. As such, SMEs dynamism, innovation, technological upgradation are discussed in this volume. The book may act as a source of reference to the researchers, academicians, and SMEs themselves, on various issues that affect the growth prospects of SMEs under globalised regime. About The Author:- Dr. L. Rathakrishnan is an Associate Professor at Gandhigram Rural University, Gandhigram since 2006. He has specialised in Rural Industries and Management, Human Resource Management, Environment and Resource Economics. He has published 57 papers in the above areas in refereed journals and edited books. To his credit, he has edited two books, organised national Seminars, workshop and symposium. He is rank holder at Gandhigram Rural University, Gandhigram and earned first Ph.D. degree from the Department of Economics, Pondicherry University, Pondicherry. He served two years at French Institute of Pondicherry as an Economist and subsequently worked at Pondicherry University for more than...



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