



The Entrepreneur's Choice: Cases on Family Business in India

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Micro, small and medium enterprises (MSMEs) are integral to the economic policy framework of India, and promote innovation, competition and equitable economic development. Comprehensively examining the management of family businesses among MSMEs, this book:

- discusses business strategy, corporate and personal values, vision, mission, stakeholder expectations, and strategic response to external factors along with their social and environmental orientation;
- includes 22 case studies drawn from varied sectors such as pharmaceuticals, food processing, engineering, and blood banking;
- documents rich experiences of Indian entrepreneurs and their unique entrepreneurial approaches towards management of social enterprises, loss-making firms in the public sector, corporate social responsibility, succession planning, and innovation.

The book will prove essential to students and scholars of business, entrepreneurship and management, and entrepreneurs and managers working in MSMEs, especially young entrepreneurs as well as the general reader.

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