

Entrepreneurial Management: New Technology and New Market Development



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Managers of both small and large American firms keenly realize that global competition especially from Asian nations is becoming more and more intense. The underlying causes for the United States' inability to maintain its leadership in the world marketplace are broad, diffuse and complex. They permeate nearly every aspect of the nation's economy and social system. But it is not as if the United States lacks vitally important advantages and resources. US science and technology are still preeminent in most basic fields of knowledge. The challenge ahead is not primarily scientific or technological; it is managerial. Global

competition poses a challenge to American institutions ability to coordinate their energies and activities This requires a new vision and new managerial approaches-what Peter Drucker calls entrepreneurial management

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