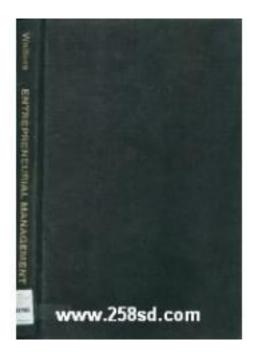
Entrepreneurial Management: New Technology and New Market Development



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Managers of both small and large American firms keenly realize that
br > global competitionespecially from Asian nationsis becoming more
br > and more intense
The underlying causes for
the United Statesinabil
br > ity to maintain its leadership in the world
{marketplace are broad
br > difluse
and complex
They permeate nearly every aspect of the na
br > tion
Seconomy and social system
But it is not as if the United States
br > lacks vitally important advantages and resources
USscience and
br > technology are still preeminent in most basic fields of knowledge
The
br > challenge ahead is not primarily scientific or technologicalit is man
br > agerial
Global

competition poses a challenge to American institu tionsability to coordinate their energies and activitiesThis requires a new vision and new managerial approaches-what Peter Drucker callsentrepreneurial management
作者介绍:
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