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The Competitive Dynamics of Entrepreneurial Market Entry

Research on general market entry usually focuses on large enterprises, often, however, small entrants can alter the competitive dynamic of an industry. This volume brings together the most prominent thought leaders and the best research on the asymmetric entrant-incumbent dynamics. This ideas presented offer a more nuanced perspective on how, when, where and with whar consequence small, single-product firms enter market that are dominated by large, multiproduct and multimarket incumbents.

Sholars and student in entrepreneurship, strategy, international business and related fields will find this excellent collection of key published and original material illuminating.



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