



**Business Challenges in the Changing Economic  
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# **Business Challenges in the Changing Economic Landscape - Vol. 2: Proceedings of the 14th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and Economics)**

## **Business Challenges in the Changing Economic Landscape - Vol. 2: Proceedings of the 14th Eurasia Business and Economics Society Conference (Eurasian Studies in Business and Economics)**

This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference held in Barcelona, Spain, in October 2014. Peer-reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management, Human Resource Management, Marketing, SMEs, and Entrepreneurship. The contributors are both distinguished and young scholars from different parts of the World.

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