



Trust And Entrepreneurship: A West–East Perspective


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In this innovative book, international scholars investigate trust and its role in relation to the entrepreneurial behaviour of small firms across a variety of institutional and cultural settings. The contributors draw on original empirical material from a number of West European and East European countries, highlighting the role of culture and the significance of a multi-disciplinary approach in researching trust and its importance in entrepreneurship. Including detailed comparative studies, the book will appeal to researchers, students and practitioners interested in trust within and between small firms and in different environments. Those interested in issues surrounding the development of post-socialist economies will also find the book to be of great interest.

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