



Competing for Global Dominance: Global Business and Economics, Trade and Economic Development, Small Business, Entrepreneurship, Marketing

Jack S. Katz

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'Competing for Global Dominance' sets the stage for a new paradigm required for growth of the globalized market in the 21st century and outlines the issues that entrepreneurs and businesses will face as they compete for survival in a world marketplace no longer hindered by time and distance.

As the Silicon Valley success model moves into its adolescence and transforms its methodology as demonstrated on web sites such as Facebook, YouTube, LinkIn, LinkSV, Twitter, and Ecademy which allow groups of individuals and businesses from around the world to meet, communicate and collaborate to expand their influence and market share by developing new ways of doing business. But before this can be effectively accomplished, a new approach needs to be established for how to compete, grow and survive in this new globalized environment. Many governments, educational and private organizations have tried to duplicate the success of Silicon Valley with limited degrees of success, most without really understanding the new dynamics of global competition and how to enter new markets.

This book shows the thought leadership from a practitioners viewpoint who works with entrepreneurs and companies from around the world to position them for survival and expansion in the new world of globalization.

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