

How to integrate design management concepts into SME? : experiences from the South Baltic Sea region

Prause, Gunnar Klaus; Hack, Achim; Maknyte, Laima 11th International Entrepreneurship Forum (IEF) Conference, 2012 : Entrepreneurship and Sustainability : From Lifestyles to Innovative Enterprises in Creative and Sustainable Environments' : Kuala Lumpur (KL) Malaysia on 3-6 September 2012 : conference proceedings. Vol. 2 2012 / p. 429-457 : ill
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Trade fair participation as internationalisation and networking instrument for SME

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