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Theoretical Foundations and Practices

Antonella Zucchella and Paolo Scabini



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'Overall, International Entrepreneurship is an incisive, readable and original contribution to our understanding of how entrepreneurship around the world is being rapidly changed by the advent of globalisation.' - Business& Finance Ireland

### About the Author

ANTONELLA ZUCCHELLA is full professor of Marketing and Innovation Management at Pavia University, Italy, and Director of the Business Research Department there. She is author of four books and more than thirty articles, ranging from entrepreneurship to international marketing and management.

PAOLO SCABINI has been researcher at the University of Pavia, Italy, in international entrepreneurship and is currently a consultant in these same areas for a consulting firm in Milan.

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For the very first time, this book offers a complete overview the topic and its foundations of international entrepreneurship. With an in-depth analysis of the different theoretical foundations, it uses important empirical analysis and useful case studies to propose a new theoretical framework and interpretative modelling.

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