

*Cases in European Entrepreneurship*

Edited by

*THOMAS M. COONEY*

UNIVERSITÄT  
LIECHTENSTEIN  
**Bibliothek**

# Table of Content

<i>Introduction</i> .....	i
<i>Dublin Institute of Technology</i> .....	iii
<i>The University of Naples Federico II</i> .....	v
<i>Universitat Autònoma de Barcelona</i> .....	vii
<i>The University of Liechtenstein</i> .....	ix
<i>EM Lyon</i> .....	x
<i>Case Abstracts</i> .....	xiii
<i>Contributors</i> .....	xvii
1. <i>Beck Hallestr0m</i> .....	I
Jennifer Manning and Thomas M. Cooney	
2. <i>E-Waiter</i> .....	13
Amis Sauka, Aivars Timofejevs and Rickie A. Moore	
3. <i>BTMediaplus</i> .....	35
Rickie A. Moore	
4. <i>The MEEEX Experience</i> .....	53
Attila Pctheo and Luca Iandoli	
5. <i>Andis Vasks</i> .....	65
Natalja Lace.Talis Laizans and Sascha Kraus	
6. <i>E-Admin</i> .....	85
Ilona Buciuuniene, RCita Kazlauskaite and Cliristian Serarols	
7. <i>Attocube Systems</i> .....	97
Christine Vallasler and Sascha Kraus	
8. <i>Tecnomodel</i> .....	125
Marco Cucculelli. Roberto Parcntc, Ayman B'Tarabishy and Luca Iandoli,	
9. <i>Antonio Ezequiel</i> .....	139
Joao Ferreira, Mario Raposo and Christian Scarlos •	
10. <i>GJ Belfrost</i> .....	151
Thomas M. Cooney and Jennifer Manning	