

Understanding the Born Global Firm

Neri Karra

R **Routledge**
Taylor & Francis Group

LONDON AND NEW YORK

Contents

<i>List of illustrations</i>	ix
<i>Preface</i>	xi
<i>Acknowledgements</i>	xiii
Introduction	1
1 International entrepreneurs: the founding and success of a born global fashion firm	5
2 Building a business on ethnic ties: a study of the effects of ethnic networks on entrepreneurial activities	31
3 Cross-cultural research as autoethnography: the challenge and opportunity of studying your own culture in international management	55
<i>Appendix</i>	71
<i>Bibliography</i>	75
<i>Index</i>	89