

Baixar Livros Gratuitos Empreendedorismo E Desenvolvimento De Novos Negócios (PDF|ePub|Mobi|Mp3|Txt) Alivinio Almeida, Antonio André Neto, Cristóvão Pereira De Souza & Tales Andreassi Amor



Baixar livros gratuitos Empreendedorismo e desenvolvimento de novos negócios (PDF|ePub|Mobi|Mp3|Txt) Alivinio Almeida, Antonio André Neto, Cristóvão Pereira De Souza & Tales Andreassi amor, Parece haver um consenso de que o crescimento do país está condicionado ao fortalecimento das pequenas e médias empresas. De fato, os números relacionados ao empreendedorismo no Brasil estão melhorando significativamente de alguns anos para cá. A pesquisa GEM (Global Entrepreneurship Monitor), coordenada pela London Business School e pelo Babson College, compara diversos aspectos do empreendedorismo em mais de 50 países, por um período longo de tempo, revelando dados interessantes, por exemplo, que no Brasil cerca de 20% dos negócios estão nas mãos de jovens entre 18 e 24 anos e que 32% são conduzidos por pessoas entre 25 e 34 anos (GEM, 2011). Isso revela que o empreendedorismo vem se constituindo em uma opção de carreira para um número expressivo de jovens.

Com o objetivo de acompanhar essa tendência, a FGV lança este livro sobre empreendedorismo e desenvolvimento de novos negócios. Este livro compõe as Publicações FGV Management, programa de educação continuada da Fundação Getulio Vargas (FGV).

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