



Entrepreneurial Challenges in the 21st Century: Creating Stakeholder Value Co-Creation

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The success of a value-delivery process does not rely only upon the effort put in by an organisation or its managers, but is also dependent upon stakeholders who are the most important associates of a value-delivery outcome. It is therefore crucial that entrepreneurs are aware of and address challenges, mutually utilise opportunities and create value with their stakeholders to work towards a win-win outcome.

Entrepreneurial Challenges in the 21st Century analyses this relationship by systemically discussing how entrepreneurs influence their stakeholders, and vice versa, to work interdependently towards multifarious goals, and to mutually create value that ensures a sustainable business performance with a feasible socio-economic impact. Crucial reading for academics and scholars of the subject, this book explores how entrepreneurs can and should influence these collaborative initiatives to encounter the challenges, and co-create value in order to prosper in the markets of the 21st century.

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