

This book analyses changes in the global economy related to the increase in the importance of knowledge resources that have taken place in recent decades. The author explains how these changes affect contemporary companies, especially those operating in many countries. He shows opportunities and challenges that are created by the current economy, which is often called a knowledge-based economy. Drawing on theoretical and empirical research the author tries to answer the question how companies involved in the process of internationalization should develop and manage their knowledge resources in order to increase their competitiveness. The book presents and empirically verifies the author's innovative model of how a company achieves long-term competitive advantage – the model of Dynamic Knowledge Orientation.

The book contains valuable expertise not only for managers and students of business or economics but also for everyone interested in getting a better understanding of such topics as knowledge based economy, knowledge management, internationalization and especially the process of achieving competitive advantage by a contemporary company.

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