



# Drivers of Competitiveness

*Diego Comin*

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## **Drivers of Competitiveness** Diego Comin

In this day and age, technology has become ever more prominent and omnipresent in our lives. As technological developments emerge and become more ubiquitous, it becomes vital to understand and analyze the impact of technology on society.

*Drivers of Competitiveness* focuses on technology and seeks to analyze its causes and consequences on productivity and competitiveness and to examine the dynamic relationships between the different factors in various contexts. Building on state-of-the-art research, the book illustrates the global, institutional and technological factors that shape the performance of business and countries.

Unlike most existing books in the field, *Drivers of Competitiveness* is a self-contained case book ideal for classroom use. The cases in the book are brand new. All of them are written in the context of the global financial crisis, providing a new perspective on the crisis that sheds light on its effect on competitiveness and on the diversity of responses by companies and countries. The cases and the analytical framework that emerges from the book constitute an essential kit for current and future managers, policy-makers and observers of global dynamics.

Readership: International business; current and future managers, policy-makers and observers of global dynamics.

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