

Global Virtual Enterprises in Cloud Computing Environments

Modern businesses are on the lookout for ventures that boost their profits and marketability. Certain new and innovative technological advances can help enterprises accomplish their ambitious goals while providing detailed information to assess all aspects of the business. Global Virtual Enterprises in Cloud Computing Environments is a collection of innovative studies on business processes, procedures, methods, strategy, management thinking, and utilization of technology in cloud computing environments. While highlighting topics including international business strategy, virtual reality, and intellectual capital, this book is ideally designed for corporate executives, research scholars, and students pursuing courses in the areas of management and big data applications seeking current research on effective open innovation strategies in global business.

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