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Xavier Mendoza, Jorge Carneiro

This "Introduction to the Special Issue" briefly addresses the best papers presented at the BALAS 2010 Conference held in March 2010 in Barcelona, Spain. These papers were selected from twelve general business tracks and three conference theme tracks. The seven papers in this special issue cover a wide variety of topics in different fields: marketing, strategy, international human resources management, performance measurement systems, performance of biotech spin-offs, and sustainability.

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