

Making it big as a small business



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Download *IESE Insight* magazine (Issue 25, Q2 2015), dedicated to small and medium-sized enterprises (SMEs), the business engines that power so many of the world's economies.

- **Albert Fernández Terricabras** explores the reasons behind the chronic shortage of resources faced by many SMEs, and proposes strategies for dealing with them.

- **Walter Kuemmerle** identifies the dimensions of an entrepreneurial society that increase the likelihood that enterprises will prosper, despite the shortcomings in a country context.
- **Danny Miller & Isabelle Le Breton-Miller** draw on family business research to show that the 4C's of Continuity, Community, Connection and Command can help any enterprise thrive for generations.

Also in this magazine:

- **Gerald F. Davis & Christopher J. White** apply lessons from big social movements to the corporate space. By empowering their internal activists, organizations can reap the benefits of socially responsible behavior.
- **Tony Davila, Daniel Oyon, Pilar Parmigiani & Maël Schnegg** commend the Landscape Monitor, a tool for outside-in innovation.

Plus: **Stanley Motta**, head of one of Latin America's biggest family business groups, finds the Golden Rule will take you a long way.

In our case discussion, executives debate how **Swarovski** ought to streamline its supply chain.

And finally, **Guy Kawasaki**, the former Chief Evangelist at **Apple**, tears up the business plan for effective communication.

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