

SUMARIO

INTERNACIONALIZACION DE LA EMPRESA MEDIANA Y LIDERAZGO EN LOS MERCADOS MUNDIALES

INTERNATIONALIZATION OF MID-SIZED FIRMS AND GLOBAL MARKET LEADERSHIP

Coordinador:
Bart Kamp

Presentación	7	
Aurkezpena	19	
Presentation	31	
El papel de la innovación sostenida en la competitividad y la longevidad de los campeones ocultos <i>The role of sustained innovation in the competitiveness and longevity of Hidden Champions</i>	42	John Bessant
German Hidden Champions: competitive strategies, knowledge management and innovation in globally leading niche players	64	Christian Rammer Alfred Spielkamp
Cómo internacionalizar en un mundo de cambios constantes <i>How to internationalise in a world of constant changes</i>	88	Josu Ugarte Arregui
Global niche market leaders in emerging Asia and the necessity to become market insiders	110	Bernd Venohr Bart Kamp
Unleashing firms' growth potential	134	Rudy Aernoudt
Local roots, global markets: exploring the world of manufacturing SMEs in Gelderland, the Netherlands	156	Gert-Jan Hospers
La especialización inteligente impulsa la globalización de pequeñas y medianas empresas en la región finlandesa de Ostrobothnia <i>Smart specialization driving globalization of small and middle-sized companies in the Finnish region of Ostrobothnia</i>	176	Jerker Johnson Johanna Dahl Åge Mariussen

**Corporate Social Responsibility in medium-sized
Hidden Champions from Austria**

202

*Georg Jungwirth
David König*

**Assessing the economic relevance of International Niche
Market Leaders: empirical indicators and strategic
reflections from the Basque Country**

228

Bart Kamp

OTRAS COLABORACIONES

**The Spanish decentralized competition enforcement
system: When David met Goliath**

254

*Noemí Angulo Garzaro
Amaya Angulo Garzaro*

**Impuestos energéticos-ambientales, cambio climático y
federalismo fiscal en España**
*Energy-environmental taxes, climate change and
fiscal federalism in Spain*

276

*Xabier Labandeira
Alberto Gago
José Labeaga
Xiral López*