



# The Butterfly Effect in Competitive Markets: Driving Small Changes for Large Differences

*Rajagopal*

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*The Butterfly Effect In Competitive Markets* illustrates through logical market behavior analysis how chaos in the market drives tactics among the market competitors that causes shifts in consumer preferences and guides the buying behavior. Such shifts in consumer behavior are often radical and face initial resistance. However, consumers' thrust to break social conformity drives adaptability behavior to change over the period. Strategies of firms that emerge out of market chaos help firms in growing their business in local markets and achieve sustainability and global competitiveness. Consequently, every small change emerged out of the market chaos contributes to a global and sustainable effect in the market. This book is divided into ten chapters spread across three sections that comprise analyzing market chaos, building global-local marketing effects, and unveiling future effects. The discussion presented provides a comprehensive introduction to the concept of entrepreneurship and entrepreneurial business management. It covers many elements of the entrepreneurial management discipline including choosing a business, organizing, financing, marketing, developing an offering that the market will value, and growing the business in all its dimensions.

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