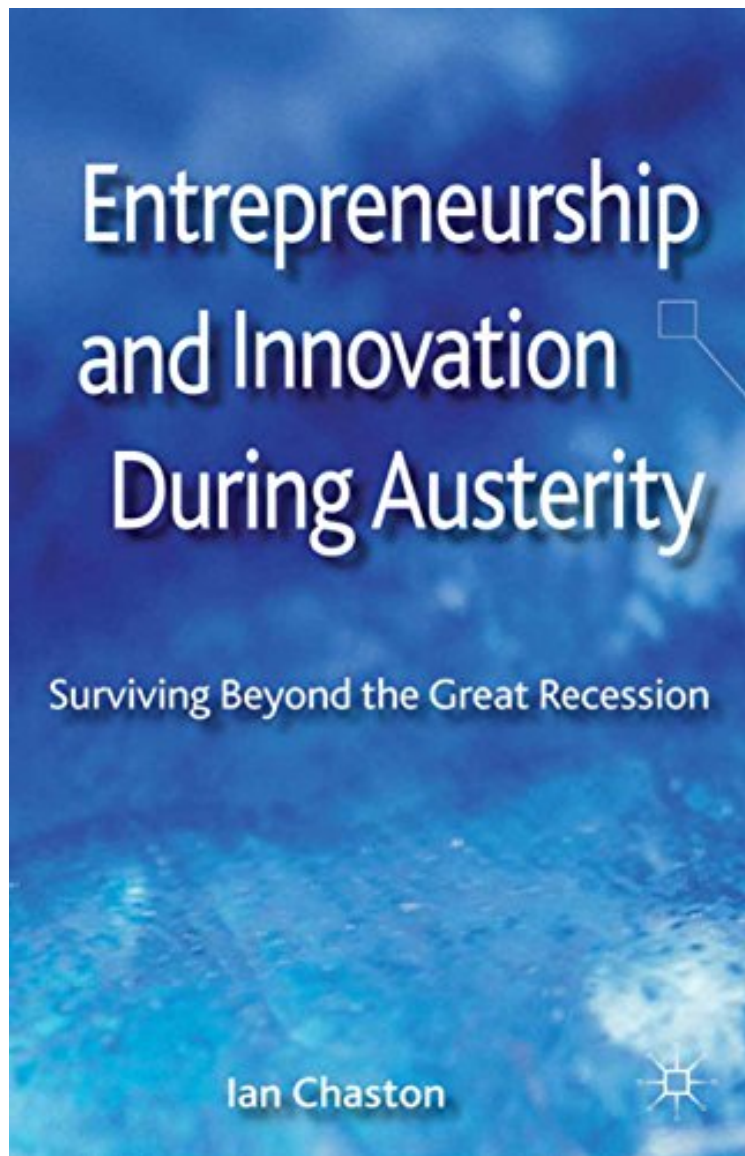


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I. Chaston

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Uses research and real world case materials to examine how market performance can be sustained, even during a period of austerity, by the implementation of innovation-based growth opportunities and the exploitation of technology.

About the Author Ian Chaston is Visiting Professor at Centrum Catolica Business School, Peru. Previously he taught marketing and undertook research in entrepreneurship at Plymouth Business School, UK. He also founded Plymouth University's spin-off company Moustraining Ltd, which researches on-line learning applications to reduce higher education delivery costs. He has led projects on entrepreneurship for government agencies and universities in the UK and overseas.