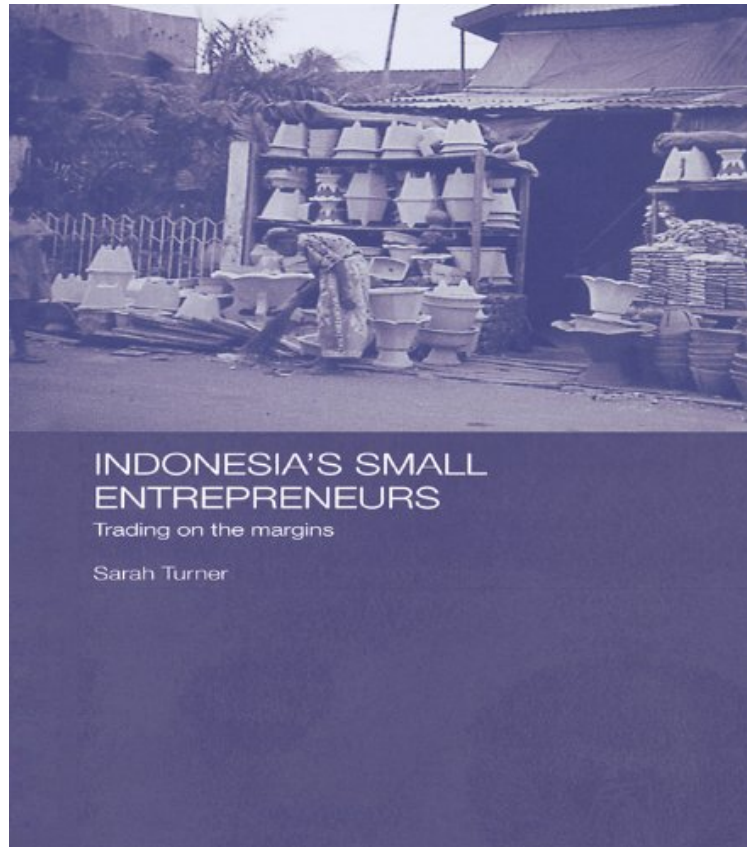


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Indonesia's Small Entrepreneurs: Trading on the Margins

Sarah Turner

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Sarah Turner : Indonesia's Small Entrepreneurs: Trading on the Margins before purchasing it in order to gauge whether or not it would be worth my time, and all praised Indonesia's Small Entrepreneurs: Trading on the Margins:

In the context of Makassar, on the eastern Indonesian island of Sulawesi, the book explores the socioeconomic and cultural relationships that make life for small entrepreneurs in Makassar so distinctive. Using a new framework for the study of small enterprises - the 'small enterprise integrative framework' - this book gives us a greater understanding of the organization and operations of small enterprises in developing countries, at both the micro and macro levels. The application of this new framework for research reveals the diversity of labour flexibility, networking and cluster styles amongst the enterprises studies, and the constraints they face for growth. Whilst the recent Southeast Asian economic crisis has been heralded by certain commentators as a new era for small enterprises in the region, the book concludes that local realities for the small enterprises in Makassar mean that, whilst for some it has been a time of shifting fortunes, others have continued trading on the margins.

"Turner's book is a valuable contribution to the literature. In taking the study of small entrepreneurs to a corner of the world where work is distinctly limited she has broadened the debate. In focusing on the social and cultural facets of

business, and not just the business of business, she has also helped deepen the debate. The wealth of local color, moreover, gives this account a human touch absent from many other studies."-Journal of Asian Business About the Author Sarah Turner is a Lecturer in the Department of Geography, University of Otago, New Zealand. She specialises in studying the socio-economic and political processes which influence the operations of small enterprises in urban Southeast Asia. Her current research focuses on Makassar, Indonesia and Hanoi, Vietnam.