

Editors Ross L. Fink Gerald E. Hills

Associate Editors Paul Belliveau Bruce H. Kemelgor

Editorial Assistants Rebecca Nunes

Editorial Review Board

Semra Ascigil Joe R. Bell David Brennan Shawn Carraher Eugene Fregetto Joseph Geiger Armand Gilinsky Michael L. Harris David Lyn Hoffman Jeffrey Hornsby Cathleen (Folker) Leitch Robert Lussier Matthew R. Marvel Brian McKenzie Thaddeus McEwen Todd D. Mick Abbas Nadim John E. Prescott Neal Pruchansky Jeff Shields Leo Simpson Joe Singer Matthew C. Sonfield Harriet Stephenson Jude Valdez Dianne H.B. Welsh

Book Review Editor Michael Goldsby Bradley University Bradley University

Rider University University of Louisville

Bradley University

Middle East Technical University University of Arkansas at Little Rock University of St. Thomas Indiana Wesleyan University University of Illinois at Chicago University of Idaho Sonoma State University East Carolina University Metropolitan State College of Denver Kansas State University Wilfrid Laurier University Springfield College Western Kentucky University California State University, East Bay North Carolina A&T State University Lindenwood University University of New Haven University of Pittsburgh Keene State College University of Southern Maine Seattle University University of Missouri - Kansas City Hofstra University Seattle University University of Texas at San Antonio The University of North Carolina at Greensboro

Ball State University

Special thanks to Heather Shaner and Amy Mentgen for their high quality editorial work and their commitment and devotion to creating a great product. Thanks also to James Foley and Jennie Hale, through their excellent leadership, have ensured a high quality publication.

The Journal of Small Business Strategy is a joint publication of the Small Business Institute® and the Foster College of Business Administration, Bradley University. Send subscription requests to Journal of Small Business Strategy, Foster College of Business Administration, Turner Center for Entrepreneurship, Bradley University, 1501 W. Bradley Ave., Peoria, IL, 61625 or e-mail to jsbs@bradley.edu. Annual subscriptions (two issues) may be ordered at \$25 each (U.S. dollars only). International subscriptions add \$5 annually for postage and handling. Back issues may be ordered at \$12 per issue. Members of the International Council for Small Business receive a 40% discount. ICSB members pay \$15 plus \$5 for international subscriptions.

©Copyright 2012 Small Business Institute® ISSN 1081-8510

Reproduced with permission of the copyright owner. Further reproduction prohibited without permission.