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*Entrepreneurial Small  
Business 3rd Edition  
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*The digital age has  
transformed business*

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*opportunities and strategies  
in a resolutely practical  
and data-driven project  
universe. This book is a  
comprehensive and analytical  
source on entrepreneurship  
and Big Data that  
prospective entrepreneurs*

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*must know before embarking upon an entrepreneurial journey in this present age of digital transformation. This book provides an overview of the various aspects of entrepreneurship, function, and contemporary*

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*forms. It covers a real-world understanding of how the entrepreneurial world works and the required new analytics thinking and computational skills. It also encompasses the essential elements needed*

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*when starting an  
entrepreneurial journey and  
offers inspirational case  
studies from key industry  
leaders. Ideal reading for  
aspiring entrepreneurs,  
Entrepreneurship and Big  
Data: The Digital Revolution*

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*is also useful to students,  
academicians, researchers,  
and practitioners.*

*Introduces he processes of  
new venture creation and the  
critical knowledge needed to  
manage a business once it is  
formed. This text offers*

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*complete coverage and a  
practical hands-on approach  
to entrepreneurship.*

*Supported by supplementary  
material for the lecturer  
and student in both a CD-Rom  
and companion website.*

*Innovation and*

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*Entrepreneurship 3rd Edition  
is an accessible text on  
innovation and  
entrepreneurship aimed  
specifically at  
undergraduate students  
studying business and  
management studies, but also*



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*those on engineering and science degrees with management courses. The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research*

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*to apply them in a much  
broader and contemporary  
context, including the  
corporate and public  
services, emerging  
technologies and economies,  
and sustainability and  
development and creating and*

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*capturing value from  
innovation and  
entrepreneurship. In this  
third edition the authors  
continue to adopt an  
explicit process model to  
help organise the material  
with clear links between*

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*innovation and  
entrepreneurship. This text  
has been designed to be  
fully integrated with the  
Innovation Portal at  
[www.innovation-portal.info](http://www.innovation-portal.info),  
which contains an extensive  
collection of additional*

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*resources for both lecturers  
and students, including  
teaching resources, case  
studies, media clips,  
innovation tools, seminar  
and assessment activities  
and test questions.*

*The focus of this book is on*

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*technology ventures – how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge*

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*trends such as  
"entrepreneurial method" and  
"lean startup," emphasis on  
the ideation process and  
development of an effective  
business plan, coverage of  
product and market  
development, intellectual*

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*property, structuring your  
venture, raising capital,  
sales and marketing, people  
management, and even  
strategies for exiting your  
venture. This is not another  
armchair book about  
entrepreneurship. It's a*



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*working guide for engineers  
and scientists who want to  
actually be entrepreneurs.  
An intense focus on product  
design and development, with  
customers and markets in  
mind Extensive discussion of  
intellectual property*

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*development, management, and  
protection Potent insights  
into marketing and selling  
technology products to the  
global marketplace  
Techniques for forecasting  
financials, raising funds,  
and establishing venture*

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*valuation Best practices in  
venture leadership and  
managing growth Overview of  
various exit strategies and  
how to prepare the venture  
for exit*

*Entrepreneurship and Big  
Data*

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*The Dynamics of  
Entrepreneurial Ecosystems  
Fundamentals of Financial  
Planning and Management for  
Small Business  
Entrepreneurship and Small  
Business Management in the  
Hospitality Industry*

Page 20/223

***Small Business Finance for  
the Busy Entrepreneur***

Small businesses are the backbone of the tourism and hospitality industry and, depending on which statistics one uses, represent somewhere between 75 to 95 percent of all firms globally in this sector. The number of

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entrepreneurs has dramatically and uniformly increased globally over the last ten years. Divided into four sections, Entrepreneurship and Small Business Management in the Hospitality Industry takes an intuitive step-bystep progression through each stage of the

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entrepreneurial process: context, theoretical perspectives and definitions; Concept to reality; The business plan; Growth and the future. Ideal for students at any level, the chapters of this book invite you to ponder upon your reading through a series of 'reflective

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practice' activities. These, along with case studies, clearly defined chapter objectives, reflections, role-play activities and experiential exercises, allow you to both think actively about themes, concepts and issues and then apply them to a number of suggested scenarios. Perfect



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preparation for the up-and-coming entrepreneur!

Here is the perfect book for entrepreneurs and small business owners who want to know how to create effective advertising on an affordable budget. Persuasive Advertising for Entrepreneurs and

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Small Business Owners shows you how to plan and execute money-making advertisements and commercials--on a workable budget. Jay Granat, an experienced marketing professional and ad man, provides readers with a practical understanding of advertising

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principles, media selection, copywriting, consumer behavior, and persuasive advertising methods in promotional efforts. These principles have important implications, and Jay Granat shows you how to utilize them and stay within your means. Successful cases from across the

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media--television, print, direct mail, radio, transit, and public relations, representing construction, law, medicine, publishing, retail businesses, restaurants, and others--highlight various prosperous approaches to persuasive advertising. Written specifically for

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entrepreneurs and small business owners, Granat's book is the first to explain how to use persuasive tactics and strategies. Ideal for established small business owners and those starting such a venture, this manual makes affordable advertising an easier step on the path to success. In

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In addition to analyzing many aspects of advertising, this manual outlines appropriate networking and public relations strategies for entrepreneurs and small business owners. Granat teaches you how to construct money-making advertising and to recognize when your sales

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messages are effective and when the messages need to become more persuasive. To help illustrate the power of effective sales messages, he includes examples of his own advertising successes and failures. You will be better equipped to foresee when your own advertising

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campaigns are more likely to succeed or more likely to fail and how to reverse a failing campaign.

Descriptions of the advantages and disadvantages of each advertising medium assist with the question of how to construct effective and persuasive selling messages for



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specific media. Whether you are looking for advice on how to plan a marketing/advertising campaign, ways to familiarize yourself with each medium available and select a medium to carry your messages, or how to use mind-set advertising, you will find it in *Persuasive Advertising*

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for Entrepreneurs and Small  
Business Owners. This abundance of  
useful information is ideal for  
copywriters, brand managers,  
entrepreneurial institutes, business  
professors, communications  
professionals, readers of Inc.,  
Success, and Entrepreneur,

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advertising and marketing students,  
and of course, entrepreneurs and  
small business owners.

"I could have paid 10x the cost of this  
book and still considered it a bargain  
to get these lessons upfront." - Chad  
Carson, 14-year real estate  
entrepreneur and blogger at

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coachcarson.com "As a busy entrepreneur myself, the last thing I want to do is stop down to research the hard-to-find answers to those difficult business finance questions. Sylvia's done us all a great service by compiling the knowledge and putting this blueprint together." - Philip

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Taylor, founder of FinCon "I found the case studies provided an additional way to understand the basic concepts, inspiring me to make thoughtful decisions....and that it's never too late!" - Leslie Flowers, Managing Member, Leslie Flowers Enterprises, LLC Do you want to

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keep more of the money you earn, save time, and reduce stress in running your own business? If you are an entrepreneur, and you are not making the profits that you want and need in the business, don't fully understand the numbers in running your business, and are wishing you

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could get a better handle on the finances in order to spend more time with your family and loved ones, this book is for you. I'll help you understand the key components that have the biggest impact to creating and maintaining a profitable business. Inside, you'll discover: The

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#1 biggest mistake that over 50% small business owners make that increases the amount of time and money needed to prepare taxes. How to keep your hard-earned money...and stay in business! Be part of the select group of entrepreneurs that makes it past your fifth year in



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business. Case studies from real entrepreneurs that show exactly why these lessons are important and what can happen if you don't know what to do, and when. And so much more... How this book is different than any other finance book: While many finance books and resources are

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complex and more about general theory, this book is a practical guide that gives you STEP-BY-STEP instructions and details of what to do, and when. This book includes 21 best practices with all the information in one place. You can jump straight to the chapter that

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solves your top burning pains and struggles. It includes a number of important business topics that you won't find covered in other introductory books. So what are you waiting for? Once you've secured yourself a copy of "Small Business Finance for the Busy Entrepreneur,"

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you'll find an exclusive invitation to receive bonus materials that will save you even more time and money. Save time. Save money. Become Profitable. ==> Scroll up and click the add to cart button to secure your copy NOW.

This is the eBook of the printed book

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and may not include any media,  
website access codes, or print  
supplements that may come  
packaged with the bound book.

Written by award-winning experts,  
Steve Mariotti and Caroline Glackin,  
Entrepreneurship and Small  
Business Management presents

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complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture—from

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concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process—discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small

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businesses.

How to Create More Effective Sales  
Messages

Event Management: Putting theory  
into practice - A South African  
Approach, 3rd Edition

Blueprint for Building a Solid,  
Profitable Business



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Small Business Management:  
Launching & Growing  
Entrepreneurial Ventures  
Pearls, Pitfalls & Practical Business  
Advice for Doctors  
SMALL BUSINESS MANAGEMENT,  
18e, provides the practical  
concepts, entrepreneurial

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insights, and comprehensive resources you'll find essential both now and throughout your management future. This market-leading text places you in the role of decision-maker, allowing you to immediately apply

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what you've learned to  
current challenges in  
today's small businesses.  
The book's thorough emphasis  
on building business plans  
ensures that you can  
effectively create, manage,  
and analyze a plan for your

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own venture. Unforgettable examples and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition

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available in the ebook  
version.

This text provides a

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comprehensive introduction to small businesses, the changing business environment in which they emerge and operate, the nature of entrepreneurship and the practical business of managing a small firm.

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Provides students with a vision of small business as it really is today. This title focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. It

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discusses traditional beliefs and models in small business, as well as the latest findings and best practices from academic and consulting arenas.

Entrepreneurial Small Business (ESB) provides



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students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the

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companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as

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the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza

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place around the corner.  
They discuss the challenges  
facing entrepreneurs, while  
keeping focused on the small  
businesses students plan to  
start.

The Routledge Companion to  
Entrepreneurship

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Small Business Taxes Made  
Easy, Third Edition  
Entrepreneurial Small  
Business  
Entrepreneurship  
Entrepreneurship Development  
and Small Business  
Enterprise

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*The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance*

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*for prospective  
entrepreneurs. Adopting a  
life-cycle view of a  
business from start-up to  
maturity, it explores the  
many stages and forms of  
entrepreneurship. With an*

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*international outlook and  
expert synthesis of both  
theoretical foundations  
and lessons from real-life  
business practice, the  
book offers a complete  
course guide, fostering*



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*entrepreneurial talent,  
thinking and skills. The  
author's engaging style  
and unrivalled expertise  
drawn from a long-ranging  
career (as an academic,  
accountant and*

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*entrepreneur) make the  
book accessible and  
authoritative. This is an  
ideal textbook for those  
studying Entrepreneurship  
or Small Business on  
undergraduate business or*

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*management degree courses,  
as well as on MBA  
programmes. It will also  
appeal to those looking to  
launch their own  
businesses. New to this  
Edition: - Updated*

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*international case studies  
from entrepreneurs and  
small businesses, ranging  
from Oman to Australia -  
First-hand, detailed  
stories from real-life  
entrepreneurs in brand new*

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*video interviews  
integrated throughout the  
text - Increased and  
integrated coverage of  
social and civic  
enterprise and hot topics  
such as effectuation and*

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*lean entrepreneurship*

*Begin your small business*

*success today as you*

*transform your business*

*idea into a powerful,*

*functional business plan*

*with Hiduke/Ryan's SMALL*

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***BUSINESS: AN  
ENTREPRENEUR'S BUSINESS  
PLAN, 9E. This  
indispensable guide to  
small business takes a  
practical action-step  
approach to help you***

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*sharpen your business  
talents and focus your  
business ownership dreams.  
You learn to identify  
business opportunities,  
market needs, and target  
customers as you develop*



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*an actual working business  
plan from the ground up.  
Timely business tools and  
ongoing links to the  
latest small business  
information available on  
the Internet keep the*

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*information you're using  
focused on the future.*

*Throughout the book, you  
gain firsthand glimpses  
into the challenges and  
successes that other  
passionate entrepreneurs*

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*face. Whether you plan to  
build your own business,  
pursue a franchise, or  
purchase an existing  
business, in SMALL  
BUSINESS: AN  
ENTREPRENEUR'S BUSINESS*

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*PLAN, 9E, you'll find the  
timely advice, powerful  
skills, and effective  
plans you need for  
success. Make the grade  
with CourseMate +  
LivePlan! This interactive*

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*website helps you make the most of your study time by accessing everything you need to succeed in one convenient place. This version of CourseMate includes LivePlan from*

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proven web-based business  
plan software that allows  
you to produce a  
professional-grade  
business plan through  
software used by real*

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an interactive eBook,  
dynamic flashcards,  
interactive quizzes,  
videos, games, and more to  
help you master today's*

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*management concepts.*

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be available in the ebook  
version.*

*The new edition of this  
successful text  
synthesizes good  
management practice for*

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*students and encourages  
and develops  
entrepreneurial skills.  
Clearly structured and  
accessibly presented, this  
comprehensive textbook  
includes accounting*

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*control, decision-making  
and new coverage of gender  
and ethnicity; CSR, ethics  
and business failure.*

*"This book got its start  
with a simple question  
from my mother, "What is*

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*the difference between what you teach and what your father did for a living?" We were sitting shiva (which is the ancient Jewish tradition of mourning), in this case*

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*after the death of my  
father, a Polish immigrant  
to the United States who  
had been a small business  
owner for almost 50 years  
at the time of his death  
in 2003"--*

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*Entrepreneurship*

*Development and Small*

*Business Enterprises (3rd*

*Edition) | By Pearson*

*Taking Innovation to the*

*Marketplace*

*Exploring Entrepreneurship*

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*Entrepreneurial*

*Opportunity*

*Essentials of*

*Entrepreneurship and Small*

*Business Management*

Entrepreneurs who need to  
find the solutions to key

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challenges will turn to  
Bygrave. Entrepreneurship,  
3rd Edition explores the  
trials and tribulations of  
entrepreneurship so that  
they'll have the necessary  
tools to start their own  
businesses. It offers



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coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. A chapter on entrepreneurial selling that examines how to sell to multiple stakeholders is included in

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this text, as well as case studies that provide relevant views. Up-to-date examples and references provide entrepreneurs with the most useful information. The revised and updated Third edition of

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Entrepreneurship Development  
and Small Business  
Enterprises discusses how  
entrepreneurs can  
successfully manage their  
ventures in a highly dynamic  
and challenging environment.  
This book prepares students

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for life o

Entrepreneurship is a  
fundamental business  
discipline and a phenomenon  
that drives economic growth  
globally. This shortform  
textbook focuses on the  
absolute essential elements

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of the field, covering  
theory and practice.

Illuminating the development  
of entrepreneurship, the  
author also concise  
introduces the

entrepreneurial personality  
and some of the additional

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hurdles faced by female and minority entrepreneurs. The central role of creativity, innovation and culture are also examined as well as entrepreneurial strategies for finance and marketing. This short text provides a

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unique expert overview for students of entrepreneurship, whilst the practical insights will also be useful in applications for budding entrepreneurs  
This is the eBook of the printed book and may not

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include any media, website access codes, or print supplements that may come packaged with the bound book. Entrepreneurship: Starting and Operating A Small Business, Third Edition, demystifies the



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process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This edition is based on a proven

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curriculum from the Network  
For Teaching  
Entrepreneurship (NFTE) and  
includes new case studies, a  
new Honest Tea Business  
Plan, and more on topics  
such as cash flow and e-  
marketing. Drawing on the

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experience of Steve Mariotti and Caroline Glackin, students will begin building their business plan as soon as they open the text! In a step by step process students will learn how to start a small business,

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operate a small business and  
turn their ideas into viable  
business opportunities.

New Venture Management  
Enterprise and Small  
Business

Small Business For Dummies  
Entrepreneurial Finance

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Entrepreneurial Small  
Business + BusinessWeek Sub  
Card

The third edition of this practical  
textbook provides an  
introduction to the world of new  
and emerging ventures and to

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the fundamentals of effective new venture management, including such diverse activities as planning, marketing, financing, and growth. This textbook is divided into four distinct parts, guiding readers

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through the entire new venture management process and focusing in turn on ideas and opportunities, planning, finance, and management challenges. All chapters of this revised edition feature international

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cases, and the complete business plan has been replaced with a contemporary version. Other new elements to the third edition include: Expanded coverage of the Lean Startup methodology Improved focus on



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the development and  
importance of teams A new  
section on the emergence of  
equity crowdfunding Further  
discussion of ethics and the  
dangers of dramatic scaling  
Presented in an easy-to-

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understand style, this book will be a valuable resource for undergraduate and postgraduate students in entrepreneurship and new venture management classes as well as active new venture

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owners and managers. Online resources include an instructor's manual, test bank, PowerPoint slides, and additional materials to aid instructors and students in applying their knowledge.

Amid the COVID-19 pandemic,

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small businesses are especially vulnerable. This is one of the first books that explicitly examines the linkage between crisis and entrepreneurship with a specific focus on small businesses. The book adopts a

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holistic approach and outlines strategies that small business owners can utilize as well as business opportunities that are available in these new market conditions. It also provides a comparative analysis of the

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current and future market conditions to enable a better understanding of how institutional structures can facilitate or hinder growth. The book also goes on to explain why and how creativity and

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innovation can help to mitigate the impact of such a crisis on business and highlights why business continuity is especially crucial to family-owned businesses. This timely publication will help to guide

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small business owners and entrepreneurs to maintain business continuity and build up their resilience in a challenging business climate.

A detailed and critical analysis of the multiple types of



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entrepreneurship, helping students to understand the practical skills and theoretical concepts needed to create their very own entrepreneurial venture. Split into two parts, the book provides an even balance

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between theory and practice. Part 1 covers the practical activities involved in new entrepreneurial ventures, and Part 2 uses the latest research to explore entrepreneurship from different perspectives. The

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expanded third edition of  
Exploring Entrepreneurship  
includes: • Additional coverage  
of entrepreneurship and the  
United Nations Sustainable  
Development Goals (SDGs),  
corporate entrepreneurship,

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variety and diversity in  
entrepreneurship, and  
entrepreneurial approaches to  
the delivery of public services •  
New and updated Case Studies  
that tackle cutting-edge  
practical issues • New and

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updated Researcher Profiles  
from leading international  
scholars • Enhanced  
Recommended Reading sections  
in each chapter with concise  
introductions to the latest  
research findings Essential

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online resources for students, including selected SAGE journal articles, pre-reading suggestions, self-assessment questions and revision tips, plus a range of lecturer resources, are available. Suitable reading

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for students taking modules in  
Entrepreneurship or Small  
Business Management at upper  
undergraduate and  
postgraduate levels.

Entrepreneurial Small Business  
(ESB) provides students with a

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clear vision of small business as it is today. ESB focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The authors of ESB incorporate the latest



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findings and best practices from academic and consulting arenas, and recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com or the pizza place around the

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corner. Entrepreneurial Small Business focuses on the small businesses students might actually start.

Innovation and  
Entrepreneurship  
Entrepreneurship and Small

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Business

Entrepreneurial Financial  
Management

The Entrepreneur's Roadmap for  
Development, Management,  
and Growth

Small Business: An

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Entrepreneur's Business Plan

**To start a successful  
business, you need a  
comprehensive toolbox full of  
effective financial and  
business techniques at your  
fingertips. Entrepreneurial**

*Page 124/223*

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**Finance provides the essential tools and know-how you need to build a sturdy foundation for a profitable business. This practical road map guides you from crafting a meaningful business plan to raising your**

**business to the next level. It offers potent methods for keeping firm financial control of your enterprise and insightful tips for avoiding the multitude of financial barriers that may block your**

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**entrepreneurial dream.**

**Written by Steven Rogers, a leading educator at the prestigious Kellogg School of Management, this reliable guidebook covers: The dual objectives of a business plan**

**and how to ensure that both  
are fulfilled Differences  
between debt and equity  
financing and how and why to  
use each Real-world methods  
for structuring a deal to  
benefit both the financier and**



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**the entrepreneur Valuation  
techniques for understanding  
what your business is truly  
worth Essential resources for  
finding the detailed  
information you need  
Entrepreneurial Finance**

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**clearly explains the  
inescapable rules of finance  
and business by using real-  
world examples and cutting-  
edge data from the Global  
Entrepreneurship Monitor  
(GEM) research project. It**

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**features up-to-date coverage  
of phantom stock, options,  
and the state of  
entrepreneurship in such  
countries as Canada, Europe,  
Asia, and South America. This  
definitive guide is effective in**

**today's business climate, with robust, no-nonsense coverage on everything from the new realities of revenue valuation and the growth of women entrepreneurs to the fallout from the dot-com boom and**

**the impact of Sarbanes-Oxley  
on corporate governance. Just  
because you're in business  
for yourself doesn't mean  
you're alone. Entrepreneurial  
Finance helps you create a  
long-term plan for achieving**

**maximum profit.**

**Don't be taxed out of  
business! Know your rights  
and KEEP MORE OF WHAT  
YOU EARN It's great to start a  
business and be your own  
boss—but with all the taxes**

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**you pay, it sometimes feels like you're working for the government. This book teaches you ways to work smarter – not harder! The go-to tax guide for small-business owners is packed**

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**with tips for dramatically lowering your taxes. This new edition covers key provisions passed by Congress that will affect your taxes for 2016 through 2020. It includes:**

- **Enhanced checklists**



**Improved entity comparisons •  
Updates on valuable business  
resources and tools • New  
information about  
depreciation • Critical home-  
office information • Need-to-  
know online business issues •**

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**Expanded tips on Tax Notices  
and audits Small Business  
Taxes Made Easy covers more  
than just taxes. It includes  
business plans, legal tax-  
cutting tips, and ways to build  
your dynasty – or develop a**

**smart exit plan (think Venture Capital or IPO). Best of all, you learn how to increase your profits and your cash flow and to ensure your business is a success. You have more rights as a taxpayer than you**

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**probably realize, and this  
unparalleled guide helps you  
exercise them to the max!  
Small Business Taxes Made  
Easy offers easy-to-follow,  
actionable advice with  
timeless information.**

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**Whatever kind of business  
you run, this book provides  
everything you need to hold  
on to more of the profits  
you've worked so hard for.  
Featuring key topics within  
finance, small business**

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**management, and  
entrepreneurship to develop  
and maintain prosperous  
business ventures With a  
comprehensive and organized  
approach to fundamental  
financial theories, tools, and**

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**management techniques,  
Entrepreneurial Finance:  
Fundamentals of Financial  
Planning and Management for  
Small Business equips  
readers with the necessary  
fundamental knowledge and**

*Page 143/223*

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**advanced skills to succeed in  
small firm and business  
settings. With a unique  
combination of topics from  
finance, small business  
management, and  
entrepreneurship, the book**

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**prepares readers for the  
challenges of today's  
economy. Entrepreneurial  
Finance: Fundamentals of  
Financial Planning and  
Management for Small  
Business begins with key**

*Page 145/223*

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**concepts of small business  
management and  
entrepreneurship, including  
management tools and  
techniques needed to  
establish, run, and lead  
business ventures. The book**

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**then delves into how small businesses are operated, managed, and controlled. General finance skills and methods are integrated throughout, and the book also features: Numerous practical**

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**examples and scenarios that  
provide a real-world  
perspective on  
entrepreneurship and small  
business management A brief  
summary, list of key concepts,  
and ten discussion questions**

*Page 148/223*

**at the end of each chapter to  
prepare readers for the  
challenges of today's  
economy A practical guide to  
the complete life of a small  
business, from establishing a  
new venture to training and**

**developing young  
entrepreneurs tasked with  
maintaining and developing a  
prosperous economy An in-  
depth discussion of the entire  
process of writing a  
successful business plan,**

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**including the rationale,  
significance, and  
requirements Techniques  
needed to solidify the free  
enterprise tradition, develop  
entrepreneurial strategies,  
and grow small businesses**

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**Entrepreneurial Finance:  
Fundamentals of Financial  
Planning and Management for  
Small Business is an ideal  
textbook for upper-  
undergraduate and first-year  
graduate courses in**

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**entrepreneurial finance within  
business, economics,  
management science, and  
public administration  
departments. The book is also  
useful for MBA-level courses  
as well as for business and**

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**management PhD majors as a resource in methodology. The book is also an idea reference for entrepreneurs, business managers, market analysts, and decision makers who require information about the**

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**theoretical and quantitative  
aspects of entrepreneurial  
finance.**

**This new edition of  
Entrepreneurial Financial  
Management presents an  
applied, realistic view of**

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**finance for today's  
entrepreneurs. The book  
provides an integrated set of  
concepts and applications,  
drawn from entrepreneurship,  
finance, and accounting, that  
will prepare aspiring**

**entrepreneurs for the world they are likely to face as they start their new businesses. The book's contents are designed to follow the life cycle of a new business venture. Topics are covered in**

**the order that entrepreneurs can expect to encounter them as they begin the process of business start-up and move into growing the business. A comprehensive financial spreadsheet template is**

**included with the book. This tool allows for the application of many of the concepts to actual businesses, and can be a valuable supplement to the process of developing a full business plan. The financial**

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**spreadsheet templates are  
available for unlimited free  
downloads at Professor  
Cornwall's blog site:  
[www.drjeffcornwall.com](http://www.drjeffcornwall.com). Key  
Changes in the Third Edition •  
The authors have added**



**material on how the book's financial templates align with business modeling. • The financial templates have been updated and now include more up-to-date assumptions on benefit costs. • There is**

**updated coverage of debt and equity financing due to new regulations and evolving investor expectations. • The bootstrapping chapter has been revised to reflect the explosion of social media and**

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**its impact on bootstrap  
marketing.**

**Technology Entrepreneurship**

**Loose Leaf Entrepreneurial**

**Small Business**

**The Absolute Essentials of  
Entrepreneurship**

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**The Medical Entrepreneur  
Entrepreneurship and Small  
Business Management  
*"Entrepreneurial Small  
Business (ESB) " provides  
students with a clear vision of  
small business as it really is***

***today: Katz focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial***

***security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green***

***recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com or the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small***

***businesses students plan to start.***

***This book aims to provide new approaches to analysing and thinking about how entrepreneurial ecosystems develop and evolve over time as well as shed light on the***



***relatively unexplored area of entrepreneurship ecosystem dynamics. The concept of entrepreneurial ecosystems has emerged as a framework to understand the nature of places in which entrepreneurial activity***

***flourishes. Time is fundamental to the analysis of the dynamics of an entrepreneurial ecosystem. New firm creation, survival, growth and demise all occur within a temporal context that is, over and within time.***

***Systems approaches to research invariably model the influential effects of the actors and elements that shape, re-shape, maintain, shift and change the system itself. An entrepreneurial ecosystem point of view,***

***therefore, is inherently time-dependent and provides an analytical framework that reveals how the number and diversity of entrepreneurial actors situated in a place and time influence the creation of new firms, their survival,***

***growth, and ultimately the stability of markets and industry in a time and place. Whether for better or worse, the historic and present time dimensions underpin the functioning and trajectory of entrepreneurial ecosystem***

***performances and how they are shaped over time. Each chapter in this edited volume outlines a particular perspective and/or a unique case drawn from a range of countries that collectively reveal the dynamics of an ever-***

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***changing entrepreneurial ecosystem. The chapters were originally published as a special issue of the journal, Entrepreneurship and Regional Development.***

***"A comprehensive primer on the business skills essential***

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***for physicians."- Kirkus  
Reviews"A doctors' guide to  
entrepreneurship..."- Kirkus  
ReviewsThis is the new third  
edition (2015-2016) of the  
most popular business and  
practice management book  
for physicians, medical***



***students and medical residents. Thousands of doctors and entrepreneurs have bought this book before joining a group or starting their own practice or entrepreneurial venture. The brand new third edition***

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***contains NEW FORMATTING  
AND NEW MATERIAL for the  
same low price as past  
editions. This third edition  
includes a bonus section to  
help entrepreneurs and  
doctors source out specific  
vendors' and their products***

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***and services to get a  
jumpstart on your business or  
medical practice. WARNING  
AND ADVICE for Doctors &  
Medical students and  
entrepreneurs: BEFORE  
JOINING A GROUP PRACTICE  
OR STARTING A NEW***

***BUSINESS, DO NOT SIGN  
ANY CONTRACTS UNTIL YOU  
HAVE FINISHED READING  
THIS BOOK. This book is  
written to help doctors,  
medical residents, medical  
students, and physicians in  
private practice and academia***

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***avoid costly business mistakes  
in their post medical school  
career. It is uniquely written  
from the perspective of a  
successful physician  
entrepreneur. Busy doctors  
with little time can quickly  
access critical cost saving***

***information when joining or starting a private practice. Topics include everything from how to set up a practice, sign a contract with another group, hire another doctor, contract with insurance companies, understand health***

***regulations including the  
HITECH stimulus act, how to  
qualify to receive stimulus  
funds, billing in the office,  
hiring and firing personnel,  
picking a location, obtaining  
hospital privileges, applying  
for the required licenses,***

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***electronic health records,  
practice management  
software, health technology in  
the office, how to protect your  
estate, liability issues,  
marketing and public  
relations, design of the  
medical office and more. Also***



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***written for the physician  
entrepreneur, the book  
explains how to raise capital,  
term sheets, understanding  
venture capital, board of  
directors, incorporation  
election issues, how to  
understand financials,***

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***balance sheets, negotiations,  
hiring the management team,  
how to take an idea and turn  
it into an operating business,  
how to protect your  
intellectual property,  
copyrights, trademarks,  
patents, customer acquisition***

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***and how to deal with a  
business when things go  
wrong. The book covers much  
more and includes expert  
"stat consults" or opinions  
from corporate attorneys,  
intellectual property  
attorneys, board certified***

***health care attorneys and  
estate attorneys.***

***Research in entrepreneurship  
has been booming, with  
perspectives from a range of  
disciplines and numerous  
developing schools of thought.  
It can be difficult for young***

***scholars and even long-time researchers to find their way through the lush garden of ideas we see before us. The purpose of this book is to map the research terrain of entrepreneurship, providing the perfect starting point for***

***new and existing researchers  
looking to explore. Topics  
covered range from emerging  
perspective, through issues at  
the core of the field to  
innovative methodologies.  
Starting off with a preface by  
Bill Gartner, each section of***

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***the book brings together a world class set of established leading researchers and rising stars. This considered, comprehensive and conclusive companion integrates the recent debates in entrepreneurship research***

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***under one cover, to provide a resource which will be useful across disciplinary boundaries and for a whole range of students and researchers.***

***The Digital Revolution  
Persuasive Advertising for  
Entrepreneurs and Small***



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***Business Owners  
Challenges and Opportunities  
for Small Business***

***Starting and Operating a  
Small Business***

The second edition of this popular text  
has been thoroughly updated to reflect

**contemporary developments in small business and entrepreneurship and its applications to Australasian organisations. Entrepreneurship and small business management are two very close and often overlapping disciplines. If entrepreneurship specifically refers to the dynamic**

**process of creating a new business venture, small business management generally addresses various issues in organising and operating a small business. In practice however, a large part of the textbooks contents from both disciplines tend to cover similar issues such as small business start-up (starting**

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**from scratch, buying an existing business or operating a franchise), developing a business plan, selecting a legal form of organisation, marketing research and organising and financing the new venture. Features New! Four end-of-book cases profiling Australasian entrepreneurs. Each case represents a**

**different region covering Australia, New Zealand, Malaysia and Singapore. The companies profiled are within industries of interest to students including branded fitness programs, automatic video production and specialist healthcare. Each case is accompanied by comprehensive**

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**teaching notes. New! Accompanying local video cases and activities for instructors. The videos are closely tied to each end-of-book case, providing visual support to assist students' understanding. Comprehensive text website including Instructor's Resource Guide and Power Point slides The**

**geographic markets for the book are both Australasia (Australia and New Zealand) and South East Asia (Indonesia, Hong Kong, Malaysia and Singapore). As an increasing amount of goods, capital and people move between these two regions, this text will provide the reader with a better regional**

**understanding of this environment. The ‘What would you do?’ feature presents a scenario in which an entrepreneur/small business manager needs to respond to a problem or situation. The ‘Entrepreneur profile’ in every chapter profiles Australian, New Zealand and Asia-Pacific entrepreneurs**



**and small business leaders. The end-of-chapter case study profiles an entrepreneurial approach and/or small business management issue in the Pacific Rim.**

**Developed for courses at both undergraduate and postgraduate level  
Innovation and Entrepreneurship is an**

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**accessible introductory text written primarily for students of business and management studies. The book is also suitable for engineering students studying courses in business and management. Contemporary issues in both innovation and entrepreneurship are used to engage and excite students,**

**and lead them to the relevant theory, models and lessons. The authors have created a new text which includes: Fully integrated contemporary themes in innovation, such as sustainability, social entrepreneurship and creating new ventures. A focus on the role of individual entrepreneurship and**

**organizational innovation, in private and public services. Contemporary cases from areas including new media, computer gaming, internet services, and public and social innovation cases. Successfully starting a new business venture depends upon more than having a brilliant idea, getting funding, and**

**getting the product or service to market. Entrepreneurs must also learn to read the market and understand the environments in which they must operate. Entrepreneurial Opportunity places the emphasis on reading and making the most of things that may be beyond the entrepreneur's control,**

**from defaulting contractors to the opening and closing of business niches. It also considers previously under-considered options, such as "the political entrepreneur." This long overdue text provides a far more realistic view of entrepreneurial opportunity and the importance of the business**

**environment. Yet despite its realist stance, the book is decidedly optimistic, showing readers how markets evolve over time and present opportunities through that evolution. As Clydesdale states, "it's not always fair out there," but this book captures the excitement of the market and its role in delivering**

**opportunities. Drawing on a broad range of academic research, Entrepreneurial Opportunity is written in a manner that is accessible for students and practitioners, with examples and mini-cases from a variety of industries, including high technology, hospitality, and motion pictures.**



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**Entrepreneurial Small  
Business McGraw-Hill/Irwin  
Principles, Practice and Policy  
Entrepreneurial Finance: Finance and  
Business Strategies for the Serious  
Entrepreneur  
An Applied Approach  
Start-up, Growth and Maturity**

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**COVID-19 and Entrepreneurship  
Entrepreneurship, 5th Edition helps  
aspiring entrepreneurs understand  
the process of starting a new venture  
and appreciate the vital role of  
entrepreneurship in the economy.  
This accessible textbook explains the**

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**steps involved in starting a new company, and offers insights on engaging with startups as investors, bankers, accountants, lawyers, vendors, customers, and employees. Delving into the real-world trials and tribulations of entrepreneurship, the**

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**text covers every stage of the entrepreneurial process, from searching for an opportunity and molding it into an attractive product or service, to launching, growing, and eventually harvesting the new venture. The fully revised and**

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**updated fifth edition integrates core concepts of entrepreneurship and practical case studies—enabling students to develop an inclusive perspective on how businesses are born, grow, and succeed or fail. The authors explore the entrepreneurial**

**competitiveness of nations  
throughout the world, describe the  
critical factors for starting a new  
enterprise and building it into a  
successful business, and demonstrate  
how to build a workable business  
model. Clear, straightforward**

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**chapters cover each essential area of entrepreneurship, including marketing, strategy, team building, financial projections, business planning, and more.**

**Realize your dream for small business success with this market-**

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**leading book. SMALL BUSINESS  
MANAGEMENT: LAUNCHING  
AND GROWING  
ENTREPRENEURIAL  
VENTURES, 17E provides the  
practical concepts, entrepreneurial  
insights, and comprehensive**



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**resources you'll find essential both  
now and throughout your  
management future. SMALL  
BUSINESS MANAGEMENT  
delivers solid coverage of the  
fundamentals of business  
management as it teaches you not**

**only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small**

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**businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current**

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**developments in business  
management today keep this  
engaging text as current and  
practical now as it was when it led  
the market in its first edition 50  
years ago. Each edition builds upon  
past strengths with new innovations**

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**and breakthrough developments.**

**SMALL BUSINESS**

**MANAGEMENT: LAUNCHING**

**AND GROWING**

**ENTREPRENEURIAL**

**VENTURES, 17E offers the insights**

**and practical principles that you'll**

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**reference again and again  
throughout your business career.  
Available with InfoTrac Student  
Collections**

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**Important Notice: Media content  
referenced within the product**

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**description or the product text may  
not be available in the ebook version.  
Small Business Management  
The Right Place at the Right Time**