

Read Book Entrepreneurship
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**Entrepreneurship
And New Venture
Management 4th
Edition**

This casebook is based upon a

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cognitive framework of entrepreneurship. The concepts covered in this work include searching for ideas; screening those ideas for business opportunity; planning to exploit the opportunity; financing the opportunity; and setting up and

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growing the business.

*Revised edition of the authors' New
venture management, c2009.*

*There has been an explosion of interest
in entrepreneurs in the popular media,
as well as in business, policy, and
education. But what do entrepreneurs*

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do? What is entrepreneurship and why is it important? What is distinctive about entrepreneurs? And where do they come from? In this Very Short Introduction Paul Westhead and Mike Wright weave a pathway through the debates about entrepreneurship,

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providing a guide to the entrepreneurial process. They look at how the actions of entrepreneurs are shaped by the external environment and availability of resources, consider the types of organizations in which entrepreneurs can be found, and look

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at the diversity in their backgrounds, experience, and how they think and learn. Lastly, they consider the impact that entrepreneurs have on modern market economies and look at the future of entrepreneurship in our increasingly globalized world. ABOUT

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*THE SERIES: The Very Short
Introductions series from Oxford
University Press contains hundreds of
titles in almost every subject area.
These pocket-sized books are the
perfect way to get ahead in a new
subject quickly. Our expert authors*

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*combine facts, analysis, perspective,
new ideas, and enthusiasm to make
interesting and challenging topics
highly readable.*

Managing Technology

*Entrepreneurship and Innovation is the
first textbook for non-business based*

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entrepreneurship courses, focussed on students with a background in science and technology. Its comprehensive, rigorous and yet accessible approach originates from the authors' considerable experience mentoring students as they turn their

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technological ideas into real-life business ventures. . The text is separated into three parts providing a roadmap for successful entrepreneurial projects: Part I focusses on how to create your venture, turning technology into businesses and how to link

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together entrepreneurship and innovation Part II shows you how to grow your venture and make it profitable, looking at the early development of academic spin-outs and how to adapt your technology to the customers' needs. Part III takes you

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through the day-to-day running on your business; whether to adopt a contingency or contextual approach, how to develop new products and services and alternative options for growth. With a wide range of practical steps, lists of things to consider and

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guidelines on how to turn your technology based ideas into a successful business, this text will be essential for all non-business students who need to understand entrepreneurship, management and innovation. It will also prove a useful

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*introduction to all Masters-level
students taking these subjects in
business schools.*

Entrepreneurship

MANAGING NEW VENTURES

*Starting, Managing, and Scaling New
Ventures*

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4th Edition

*Entrepreneurship: A Very Short
Introduction*

New Venture Creation

*Entrepreneurship and New Venture
Management*

***Featuring updated themes, new
cases, and enhanced interactive***

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learning tools, the sixth edition of Patterns of Entrepreneurship Management addresses the challenges, issues, and rewards real-life entrepreneurs encounter when starting and growing a venture. Using its innovative

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“Roadmap” approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan—covering every essential step of the entrepreneurial process, from

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turning an idea into a business model to securing funding and managing resources. The authors draw from their experience launching new ventures to provide a unique hands-on approach to

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developing the skills required to start and build a company in the modern business environment. Discussions focus on the real-life challenges facing startup founders: important issues such as how to drive continuous

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innovation and how to create a company culture that maximizes success. Numerous illustrative examples and case studies cover every management challenge imaginable, featuring a “Master Case” written by the founder of a

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successful startup that traces the history of his company from concept to eventual sale.

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

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***text offers 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.***

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Structured around the idea that innovation is at the core of successful entrepreneurship, New Venture Creation: An Innovator's Guide to Startups and Corporate Ventures, Second Edition by Marc H. Meyer and

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Frederick G. Crane is an insightful, applied-methods guide that establishes innovation as a necessary first step before writing a business plan or developing a financial model. With a focus on pragmatic

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***methods, this guide helps
students develop the innovative
concepts and business plans
they need to raise start-up
capital.***

***This book offers students a
comprehensive, accessible guide***

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to launching and managing a new venture. Beginning with the planning process and continuing to marketing, financing, and growth, it gives students the insights and practical skills they need to be successful

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entrepreneurs. This edition's structure aligns more logically with the venture's lifecycle, so the reader is equipped to develop a strong business model. The authors combine updated planning exercises, end-

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***of-chapter consultation
questions, and a sample
business plan with new material,
including: a new chapter on
ideation, the Business Model
Canvas, and lean start-up that
covers the latest methodology in***

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idea generation and opportunity recognition to provide a tool for developing a business concept; a new chapter on the various pathways for creating a new venture, including setting up an online venture as well as

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managing the day-to-day aspects of running a business; a revised chapter on start-up capital and crowdfunding that helps students raise capital through social media; a revised chapter on managing growth through HR

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***planning, helping students to
navigate growth on a global level
successfully and ethically.
Students in entrepreneurship
and new venture management
classes will find New Venture
Management a valuable***

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***resource. A companion website features an instructor's manual, test bank, PowerPoint slides, and further resources to aid instructors and students in applying their knowledge.
Business Venture Management***

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***Entrepreneurship for Rural Start-
ups***

***Entrepreneurial New Venture
Skills***

***Changing Patterns in New
Venture Creation, Growth, and
Reinvention***

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***CONCEPTS AND CASES IN
ENTREPRENEURSHIP***

Cases in Entrepreneurship

This book not only introduces the fundamental concepts of entrepreneurship but also presents the critical issues that an entrepreneur needs to be familiar with for launching,

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nurturing, managing and harvesting new ventures. The book explains sequentially the life-cycle of a venture, and discusses topics such as opportunity identification, planning, start-up issues, managing growth and harvesting. Case studies are presented featuring real-life dilemmas

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faced by Indian entrepreneurs in the manufacturing and the service industries, to make the readers familiar with the eco-system confronting Indian entrepreneurs. The book is ideally suited for students who wish to venture into entrepreneurship as well as for professionals with interest in

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policy making, investing or consulting.

Key Features : A list of learning objectives for each chapter and a set of questions at the end are given to assist students. Profiles of two leading entrepreneurs are given after each chapter to examine the relevance of the concepts discussed in the book.

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India-centred approach of this text makes it unique and interesting.

This text--a combination of Harvard Cases and text-- examines the entrepreneurial process from the initial idea through business operations to harvest. It provides the knowledge and skills required for students pursuing

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careers as entrepreneurs as well as valuable ideas for those in a more structured business setting. Most importantly, it takes a close look at the process of identifying and pursuing opportunity, which has become increasingly important in restoring the competitive position of many U.S.

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industries in a global marketplace. As business schools expand their entrepreneurship programs and organizations seek people with entrepreneurial skills, it has become clear that the skills and mindset of an entrepreneur are highly valued in all business contexts. This latest edition

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of Entrepreneurial New Venture Skills continues to focus on helping students develop entrepreneurial skills, whether they seek to become entrepreneurs or employees. Focusing on the entrepreneurial start-up process, the third edition of Entrepreneurial New Venture Skills takes the reader

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through the steps of selecting, planning, financing, and controlling the new venture. The authors cover multiple forms of new ventures, as well as ways to utilize entrepreneurial skills in other contexts, encouraging students to engage with the material and apply it to their lives in ways that

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make sense for them. Skill development features include:
Entrepreneurial profiles of small business owners
Personal applications for students to apply questions to their new venture or a current business
Global and domestic cases
Elevator pitch assignments, which put students

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in the venture capitalist position
Application exercises and situations
covering specific text concepts
Business plan prompts to help
students construct a business plan
over the course of a semester
Featuring pedagogical tools like review
questions and learning outcomes, and

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a full companion website that expands upon skill development and offers instructor resources, the third edition of Entrepreneurial New Venture Skills is the perfect resource for instructors and students of entrepreneurship. This new 7th Edition of New Venture Creation: Entrepreneurship for the

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21st Century, is the most heavily revised edition since its existence, yet it still maintains the market defining "Timmons Model of the Entrepreneurial Process." As always, Timmons & Spinelli cover the process of getting a new venture started, growing the venture, and successfully

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harvesting it. Through text, case studies, and hands-on exercises, this how-to text guides students in discovering the concepts of entrepreneurship and the competencies, skills, tools, and experience to equip students to successfully launch a new venture and

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recognize entrepreneurial
opportunities.

Social Entrepreneurship as a Catalyst
for Social Change

Managing Start-ups for Success

Essentials of Entrepreneurship and
Small Business Management

Planning for Entrepreneurial Success

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International Entrepreneurship

Art Entrepreneurship

World economics and the industrial environment has recently created a fertile ground for the creation of new enterprises and start-ups. This

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book skilfully identifies the challenges of building a new business venture from an idea to a marketable product. It highlights • Robust methods for keeping up with innovation; • Designing new ways to grow,

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improve and market your product; and • Managing the changes in the business environment, market dynamics and other uncertainties. The volume is rich with examples and case studies of many small and

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large businesses. It further reflects on the business and entrepreneurship ecosystem, the challenges and opportunities in India, entrepreneurship and women, e-commerce, the new generation of entrepreneurs, and

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exit strategies for entrepreneurs.
An essential guide for
entrepreneurs and professionals
working in business
management and marketing
communications, as well as
scholars of business

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administration and financial sciences, this book by an industry expert offers many new and practiced approaches, examples and lessons for innovative thinking and breaking new ground in business.

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Entrepreneurs who start out with no network, no money, no market and scarce resources find a big contrast between what they read in books and the success stories from the Valley and their reality, specially first-

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timers. Most entrepreneurial books focus on the Business Canvas Model, simplifying the process of building a start-up. Many entrepreneurs who have no previous business experience embrace quick and lean methods

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without the foundations needed to build solid value proposals.

This book stands out because it deals with entrepreneurship in environments far removed from large cities with fewer infrastructures, connections and

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resources but which also need companies that provide services to citizens and society. This book focuses on the basics, treating each part of the business canvas as a discipline itself that must be mastered. The book illustrates

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key lessons learned and offers guidance on essential topics for new venture success in mainstream markets. It expands critical lessons learned and points of guidance across several key topics for new

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venture creation. Noteworthy is the role of context, financial understanding, building business development skills and start-up communications.

Entrepreneurship for Rural Start-ups will be of interest to

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students, academics and researchers in the field of entrepreneurship, and will be of use to individuals looking to start a local business to take advantage of the rural environment and the possibilities

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it offers.

Many business ventures today are looking to attract external financing, with an emphasis on business angel investment.

Inside this text, the author incorporates the views of

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business angels, venture capitalists, entrepreneurs, and legal advisors; and draws upon the latest academic thinking on financing new ventures, providing comparisons between business angel and venture

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capital investing to further inform the reader. The concepts, principles, and guidelines presented can help you and any entrepreneur, business support agency, business student, and others interested in raising

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external investment and in developing an “ investable ” business. The book is organized into seven chapters covering: • Fundamental concepts of entrepreneurial venturing and entrepreneurial finance • Market

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conditions from which investable businesses emerge • The investment process • Deal negotiations • The post-investment relationship between entrepreneur and investor • Recent trends affecting how

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entrepreneurs raise finance that include strategic exits, “ super angels, ” and the emergence of “ crowdfunding ”

Social Entrepreneurship as a Catalyst for Social Change contains twenty chapters on the

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impact of social entrepreneurial ventures within a variety of cultural and national contexts. From Brazil to Croatia, from Thailand to Greenland, this book is rare in that it provides a rich landscape in which to imagine

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additional efforts to bring about positive social change. The case studies cover a broad range of topics with one common theme—how can we learn from what others are doing in the emerging field of social

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entrepreneurship? The various cases will inspire budding entrepreneurs to new heights of awareness to support the alleviation of poverty in many contexts. Part Two, Lessons from the Field: How Social

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Entrepreneurial Companies are Succeeding, discusses the similarities and differences that social entrepreneurial ventures and other businesses must face to be successful. Other topics covered include Entrepreneur

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Bootcamp for Veterans,
microfinance, social
entrepreneurship education, and
development of a culture of
social entrepreneurship. Part
Three, Going from Local to
Global, explores the challenges

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of a social enterprise as it transitions from a national venture to an international one. The relationship between social entrepreneurship and local business development in places such as Sicily is discussed

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through case studies. A stage theory of social venture internationalization is put forth. Research connecting social media and social entrepreneurship is used to illustrate the importance of social

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networks in creating positive social change. Part four, Challenges in Social Entrepreneurship, explores the challenges that social entrepreneurial ventures face. Ethics of intellectual property

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rights in social enterprises is a focal topic in this section. Social franchising as an approach to social entrepreneurship is illustrated.

Lessons and Guidance for New
Venture Creation

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Entrepreneurship Strategy
Creating a New Venture in the
Arts

Entrepreneurship and New
Venture Management 5th Edition
Encyclopedia of New Venture
Management

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The Entrepreneur's Roadmap

An up-to-date, accessible and rigorous examination of the theory, research and practice of entrepreneurship in all types and sizes of organization.

The Founder's Dilemmas examines how early decisions by entrepreneurs

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can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common

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pitfalls founders face and how to avoid them.

This pioneering book explores the connections between art and artistic processes and entrepreneurship. The authors expertly identify several areas and issues where research on art and artistic processes can inform

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and develop the traditional field of entrepreneurship research.

Due to the 2008-2009 crisis, the United Nations 2030 agenda for sustainable development, and the COVID-19 pandemic, the role of entrepreneurship has become more critical in most economies. Moreover,

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emerging protectionist policies are further encouraging the emergence of new entrepreneurial projects, particularly to replace goods and services traditionally provided by other countries. Understanding current challenges and best practices in nascent entrepreneurship is

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integral for the successful launching of new ventures to support the revitalization of economies and achieve sustainability. The Handbook of Research on Nascent Entrepreneurship and Creating New Ventures is a crucial reference source that covers the latest empirical

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research findings in the field of entrepreneurship and addresses the obstacles entrepreneurs face in these recent challenging times. The book embraces a pluralistic perspective from academicians currently navigating nascent entrepreneurship and key concepts for launching

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successful new ventures. Covering topics that include government support programs, spin-off companies, leadership, strategic entrepreneurship, and crowdfunding, this book is targeted towards entrepreneurs, professionals, academicians, researchers, and

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students.

Instructor's Manual for
Entrepreneurship and New Venture
Management : Readings and Cases
An Innovator's Guide to
Entrepreneurship

Readings and Cases

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Entrepreneurial Strategy
Managing Technology
Entrepreneurship and Innovation
Entrepreneurship and New
Venture Management fifth
edition explains the theoretical
aspects that should be

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considered when starting a new business venture and offers practical examples to place this theory into a real-life perspective.

New Venture Management
The Entrepreneur's Roadmap for

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Development, Management,
and GrowthRoutledge
LAUNCHING NEW VENTURES,
7e provides tomorrow's
entrepreneurs with the tools to
launch a successful new
business in a global

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marketplace. The text follows the logical development process: from initial idea, to developing and testing a business model, to designing a business and preparing for growth. The seventh edition

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represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Important Notice: Media content referenced within the product description or the product text

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may not be available in the
ebook version.

The aim of the Best of Long
Range Planning is to bring
together the best articles on a
particular topic from the Long
Range Planning journal, so

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that readers wishing to study a specific aspect of planning can find an authoritative and comprehensive view of the subject, conveniently published in one volume. This volume discusses the

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management of change and new business development which is central to corporate survival and success but which is far from easy to achieve. This selection of papers offers a number of

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guidelines for the transition from the initial opportunity to the move into the new market and the effective management of the new venture. The authors highlight the important place of

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entrepreneurial initiative and motivation in the implementation of product development and diversification policies. An extensive introductory article provides a detailed overview

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and analysis of the literature in the Long Range Planning journal relating to this crucial area.

Financing New Ventures
Handbook of Research on
Nascent Entrepreneurship and

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Creating New Ventures
Entrepreneurship and Venture
Management
Starting, Developing, and
Managing a Global Venture
New Business Ventures and
the Entrepreneur

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Patterns of Entrepreneurship
Management

This book is about effectiveness;
and what a new manager needs to
know to run a new venture
successfully. New venture
opportunities, planning, marketing,

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financing, and growth management.

For entrepreneurs looking to develop a new venture or small business.

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

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ventures and to 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 through the entire new

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venture management process and focusing in turn on ideas and opportunities, planning, finance, and management challenges. All chapters of this revised edition feature international cases, and the complete business plan has been

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replaced with a contemporary version. Other new elements to the third edition include: Expanded coverage of the Lean Startup methodology Improved focus on the development and importance of teams A new section on the

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emergence of equity crowdfunding
Further discussion of ethics and the
dangers of dramatic scaling
Presented in an easy-to-understand
style, this book will be a valuable
resource for undergraduate and
postgraduate students in

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entrepreneurship and new venture management classes as well as active new venture owners and managers. Online resources include an instructor's manual, test bank, PowerPoint slides, and additional materials to aid instructors and

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students in applying their
knowledge.

Arts Entrepreneurship: Creating a
New Venture in the Arts provides
the essential tools, techniques, and
concepts needed to invent, launch,
and sustain a business in the creative

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sector. Building on the reader's artistic talents and interests, the book provides a practical, action-oriented introduction to the business of art, focusing on product design, organizational planning and assessment, customer identification

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and marketing, fundraising, legal issues, money management, cultural policy, and career development. It also offers examples, exercises, and references that guide entrepreneurs through the key stages of concept creation, business development, and

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growth. Special attention is paid to topics such as cultural ventures seeking social impact, the emergence of creative placemaking, the opportunities afforded by novel corporate forms, and the role of contemporary technologies in

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marketing, fundraising, and operations. A hands-on guide to entrepreneurial success, this book is a valuable resource for students of Arts Entrepreneurship programs, courses, and workshops, as well as for early-stage business founders in

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the creative sector looking for guidance on how to create and sustain their own successful venture.

Women represent the fastest growing group of entrepreneurs today. Despite the enormous economic contributions of this

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group, female entrepreneurship remains under-explored and inadequately covered in academic literature. Female Entrepreneurship and New Venture Creation aims to address this gap by shedding light on the unique aspects of female

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entrepreneurship. Tracing women's journey along the venture creation process, Kariv's book: highlights the creatively different ways in which women approach the entrepreneurial enterprise; takes into account different environmental and cultural

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constraints that impact female entrepreneurship; provides a theoretical framework for the venture creation process that is practical and broadly applicable; includes in-depth case studies drawn from contributors around the world.

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This book captures the diversity of female entrepreneurship and provides a valuable synthesis of the insights that emerge from the stories of women entrepreneurs around the world. It will be a valuable resource for students of entrepreneurship, as

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well as professionals.

An International Overview

Launching New Ventures: An

Entrepreneurial Approach

New Venture Management

Entrepreneurship for the 21st

Century

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Entrepreneurship Skills for New
Ventures

Arts Entrepreneurship

***New venture management
requires all the skills
obtained within the typical
MBA program, and then***

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some. While those entering traditional management positions within established companies might expect to find established customers, a degree of predictability, formalized procedures, and

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***earnings that may be taken
more-or-less for granted,
new ventures often are
launched into highly
dynamic environments
characterized by rapid
technological change,***

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***inherent unpredictability,
and an uncertain cash flow.
Such ventures often require
rapid growth to succeed.
While new ventures offer
those who initiate them a
high degree of***

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***independence, excitement,
and potential for great
reward, they also bring high
risk, stress, and greater
potential for failure. Thus,
it takes a special set of
skills, techniques, and***

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***temperament to succeed.
These skills, along with the
potential risks and rewards
and environmental settings
and characteristics, are
explored in the
Encyclopedia of New***

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***Venture Management.
Features & Benefits: 150
carefully selected signed
entries (each with Cross
References and Further
Readings) are organized in
A-to-Z fashion to give***

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students easy access to the full range of topics in new venture management. A thematic Reader's Guide in the front matter groups related entries by broad topical and thematic areas

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***to make it easy for users to
find related entries at a
glance, with themes that
include "Entrepreneurial
Decision Making,"
"Corporate
Entrepreneurship,"***

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***"Entrepreneurial
Marketing," "Leadership &
Human Resources,"
"Financing &
Development," and more. In
the electronic version, the
Reader's Guide combines***

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***with a detailed Index and
the Cross References to
provide users with robust
search-and-browse
capacities. A Chronology in
the back matter helps
students put individual***

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***events into broader
historical context. A
Glossary provides students
with concise definitions to
key terms in the field. A
Resource Guide to classic
books, journals, and web***

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***sites (along with the
Further Readings
accompanying each entry)
helps guide students to
further resources for their
research journeys. An
appendix includes the***

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***report, "The State of Small
Business."***

***This open access book
focuses on explaining
differences amongst
organizations regarding
various attributes, forms,***

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and outcomes. By focusing on the “how” of new venture creation and management to produce well-established organizations, the authors aim to increase our

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understanding of the antecedents of most management research assumptions. New ventures are the source of most newly created jobs generated in an economy,

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new industries and markets, innovative products and services, and new solutions to economic, social, and environmental problems. However, most management research

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assumes a well-established organization as the starting point of their theorizing. Building on the notion of guided attention, it details how entrepreneurs can allocate their transient

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***attention to identify
potential opportunities
from environmental change
and how entrepreneurs
allocate their sustained
attention to form beliefs
about radical and***

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***incremental opportunities
requiring entrepreneurial
action. The authors explain
how entrepreneurs build
such communities and
engage community
members over time to co-***

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construct potential opportunities for new venture progress. Using the lean startup framework, they connect the dots between the theorizing on identifying and co-

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constructing potential opportunities and the startup of new ventures. This leads to a new overarching framework based on are (1) co-creating a startup, (2) organizing a

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startup, and (3) performing a startup to bring together the many disparate threads of research on new ventures. The authors then theorize on the importance of knowledge in

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***organizational scaling.
Based on cutting-edge
research from the leading
entrepreneurship journals,
this book expands
knowledge on the cognitive
aspect of the new venture***

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creation process.

***As business schools expand
their entrepreneurship
programs and organizations
seek people with
entrepreneurial skills, it
has become clear that the***

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skills and mindset of an entrepreneur are highly valued in all business contexts. This latest edition of Entrepreneurship Skills for New Ventures continues to focus on helping

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***students develop
entrepreneurial skills,
whether they seek to
become entrepreneurs or
employees. Focusing on the
entrepreneurial start-up
process, the fourth edition***

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***of Entrepreneurship Skills
for New Ventures takes the
reader through the steps of
selecting, planning,
financing, and controlling
the new venture. The
authors cover multiple***

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forms of new ventures, as well as ways to utilize entrepreneurial skills in other contexts, encouraging students to engage with the material and apply it to their lives in ways that

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make sense for them. Skill development features include: Entrepreneurial profiles of small business owners Personal applications for students to apply questions to their new

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***venture or a current
business Global and
domestic cases Elevator
pitch assignments which
put students in the venture
capitalist position
Application exercises and***

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***situations covering specific
text concepts Business plan
prompts to help students
construct a business plan
over the course of a
semester Featuring
pedagogical tools like***

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review questions and learning outcomes, and online materials which expands upon skill development and offers instructor resources, the fourth edition of

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***Entrepreneurship Skills for
New Ventures is the perfect
resource for instructors and
students of
entrepreneurship.
Combining comprehensive
coverage with a wide variety***

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***of real-life cases,
International
Entrepreneurship: Starting,
Developing, and Managing
a Global Venture gives
entrepreneurs the tools
they need to successfully***

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***launch international
ventures in today's
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plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global

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***monetary systems, global
marketing, and global
human resource
management for
entrepreneurs. The fully
updated Third Edition
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attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs

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***and ventures throughout
the world.***

***Anticipating and Avoiding
the Pitfalls That Can Sink a
Startup***

***Entrepreneurship & New
Venture Management***

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***Entrepreneurship in
Difficult Times
The Entrepreneur's
Roadmap for Development,
Management, and Growth
Female Entrepreneurship
and the New Venture***

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Creation

***Creating and Managing
New Ventures***

*In this engaging and practical book,
authors Lisa K. Gundry and Jill R.
Kickul uniquely approach
entrepreneurship across the life cycle
of business growth—offering*

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entrepreneurial strategies for the emerging venture, for the growing venture, and for sustaining growth in the established venture. Written from the point of view of the founder or the entrepreneurial team, the book offers powerful and practical tools to increase a venture's potential for

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success and growth.

The Venture Creation Process

Strategic Entrepreneurship

The Founder's Dilemmas

An Entrepreneur's Guide to Business

Angel Investment