

Entrepreneurship Hisrich 9th Edition

Entrepreneurship Principles of Small Business
Management Entrepreneurship Entrepreneurship Entrepreneurship, Innovation and Sustainable
Growth Entrepreneurship Entrepreneurship Entrepreneurship and Business Innovation Basics of Entrepreneurship Handbook of Qualitative Research Methods in Entrepreneurship Entrepreneurial Finance Small Business Management: An Entrepreneur's Guidebook Entrepreneurship Policy: Theory and Practice Entrepreneurship Entrepreneurship Entrepreneurship New Venture Creation Entrepreneurship Marketing Entrepreneurship and Small Business Management ENTREPRENEURSHIP: The Art, Science, and Process for Success Entrepreneurship Entrepreneurship Small Business and Entrepreneurship Transnational Entrepreneurship Sustainable Entrepreneurship International Entrepreneurship Entrepreneurship & Management Management and Entrepreneurship Knowledge-Based Social Entrepreneurship International Entrepreneurship Effective Entrepreneurial Management Entrepreneurship Entrepreneurship Education and Training: The Issue of Effectiveness Entrepreneurial Development Entrepreneurship: Theory, Process, and Practice Business Model Pioneers Managing Innovation and Entrepreneurship Entrepreneurial Ecosystem Entrepreneurial Behaviour

Entrepreneurship

ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE, 10e, combines a practical, step-by-step approach with a theoretical foundation to form a basic framework for understanding the theory, processes, and practice of entrepreneurship. Recognized for over 25 years as one of the leading books in the field, the aim of the text is to present the most current thinking in entrepreneurship, as well as to provide learners the opportunity to apply ideas and develop useful entrepreneurial skills. This edition has been updated to include current developments and issues in this explosive field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of Small Business Management

Entrepreneurship

Extensively revised for the second edition, this popular text deals with the problems and issues facing entrepreneurs and small business in the modern era.

Entrepreneurship

This edited volume develops an understanding of the strategies, processes, issues and concerns involved when small and medium-sized enterprises (SMEs) go international with their local products/services and vice versa. It is a compendium of eighteen selected chapters on the subject, supported by an introductory chapter. The contributions are organized in four parts based on the sub-themes they deal with. The first part, containing the introductory chapter, provides different perspectives on transnational entrepreneurship, returnee entrepreneurship and their linkages with the internationalization process. The subsequent parts have chapters dealing with three sub-themes of the subject – the internal factors (individual and firm-level resources), the external factors (entrepreneurial ecosystem), and the process of organizational transformation and change, respectively, in the context of SME internationalization. Special issues and challenges being faced by SME entrepreneurs in emerging economies have been highlighted in this book, discussing key contemporary issues with regard to internationalization in the three dimensions outlined above. Further, the book explains how an entrepreneur can engineer the transformation of his/her organization into an international SME. This book is a very useful resource for entrepreneurs and policy-makers in general, and for academics and researchers in particular, as it provides an overview of the contemporary research in the critical areas of SME internationalization and transnational entrepreneurship by highlighting the linkages between them with special reference to emerging

economies.

Entrepreneurship

Entrepreneurship, Innovation and Sustainable Growth

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

Entrepreneurship

Entrepreneurship

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Entrepreneurship and Business Innovation

The 8th Edition of Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of

formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

Basics of Entrepreneurship

Handbook of Qualitative Research Methods in Entrepreneurship

Entrepreneurial Finance

Small Business Management: An Entrepreneur's Guidebook

. . . the Handbook of Qualitative Research Methods in Entrepreneurship is an important contribution to the field, and should be referenced in any paper using qualitative methodologies to investigate the entrepreneurial phenomenon. Craig S. Galbraith, Journal of Enterprising Communities There is no hiding behind the ramparts of dry scholarship here. The credibility of the theory being spoken of is not the stuff of constructed proofs, but alignments of critical insight and utility. This is where qualitative work can make a difference to the field, and where this book makes its mark. Robin Holt, International Journal of Entrepreneurial Behaviour and Research The Handbook of Qualitative Research Methods in Entrepreneurship is an unusually solid and multifaceted book on what qualitative methods have done, are doing and will do in entrepreneurship research. Every serious entrepreneurship scholar should read it. It points at the future! Björn Bjerke, University of Kalmar, Sweden I would warmly recommend this unique collection of qualitative methods of entrepreneurship research to both mature and beginning researchers as a menu to choose from for their planned empirical studies. For those who try to get away from only quantitative studies in both business practice and academic research, this book is their chance to find a rich inspiration in reflecting on entrepreneurship as a lived experience using grounded theory and ethnographic, discourse and narrative approaches. It might convince editors of top journals of entrepreneurship research to welcome qualitative research submissions as an indispensable

complement to quantitative only submissions. This domain is not physics. In bringing together such a variety of experts from so many nationalities in this Handbook, our Danish colleagues are making entrepreneurship research a realistic global venture. Jan Ulijn, Eindhoven University of Technology, The Netherlands Helle Neergaard and John Parm Ulhøi have compiled a remarkable collection of work that both represents the range of methods and demonstrates the depth of insight that can be achieved through qualitative approaches. This book is not simply a handbook of qualitative research methods, though it well achieves this aim, it is also an important contribution towards the field of entrepreneurship research. From the Foreword by Sara Carter This expansive and practical Handbook introduces the methods currently used to increase the understanding of the usefulness and versatility of a systematic approach to qualitative research in entrepreneurship. It fills a crucial gap in the literature on entrepreneurship theory, and, just as importantly, illustrates how these principles and techniques can be appropriately and fruitfully employed. The Handbook is underpinned by the belief that qualitative research has the potential to charter hitherto unexplored waters in the field of entrepreneurship and thus contribute significantly to its further advancement. The contributors seek to assist entrepreneurship researchers in making more informed choices and designing more rigorous and sophisticated studies. They achieve this by providing concrete examples of research experiences and tangible how to advice. By clarifying what these research methods entail, how they are currently being used and how they can be evaluated, this Handbook

constitutes a comprehensive and highly accessible methodological toolbox. Dealing with both well-accepted qualitative approaches and lesser-known, rarer and more novel approaches to the study of entrepreneurship, this Handbook will be invaluable to those studying, researching and teaching entrepreneurship.

Entrepreneurship Policy: Theory and Practice

A practical approach for entrepreneurs and investors Entrepreneurial Finance provides readers with the fundamental knowledge to finance, start, grow, and value new ventures, without the complex finance terms and calculations. This comprehensive yet practical approach incorporates a global perspective that appeals to entrepreneurs, investors, and students with diverse backgrounds, knowledge, and experience. From Facebook to Camera+, Gary Gibbons, Robert D. Hisrich, and Carlos M. DaSilva use real-world examples and their professional experiences to bring concepts to life. This text is one of the most readable books in the market without compromising high quality content and resources.

Entrepreneurship

Entrepreneurship Policy: Theory and Practice is the first book to fully analyze the construction of entrepreneurship policy, a rapidly-evolving area of policy about

which little is known. From a study and assessment of the practices of governments in thirteen countries in Europe, North America and the Asia-Pacific, this book fully describes the policy area and shares new tools and methods for better understanding and explaining the why and how of an entrepreneurship policy approach. Unlike other research in the field of entrepreneurship where implications from research findings are used to suggest what policy actions should be taken to increase the level of entrepreneurship in an economy, this study is based on what entrepreneurship policy actions are being taken. This is a unique book in the field which points to the way forward both for policymakers and for the research community in terms of thinking about entrepreneurship policy and the complex issues surrounding its development.

Entrepreneurship

Sustainable Entrepreneurship stands for a business driven concept of sustainability which focusses on increasing both social as well as business value - so called Shared Value. This book shows why and how this unique concept has the potential to become the most recognised strategic management approach in our times. It aims to point out the opportunities that arise from putting sustainable entrepreneurship into practice. At the same time, this book is a wake-up call for all those companies and decision makers who underestimated Sustainable Entrepreneurship before or who are simply not aware of its greater dimension. Well

structured chapters from different academic and business perspectives clearly outline how Sustainable Entrepreneurship contributes to solving the world's most challenging problems, such as Climate Change, Finance Crisis and Political Uncertainty, as well as to ensuring business success. The book provides a framework of orientation where the journey might go: What can a successful concept of SE look like? What are the key drivers for its realisation? What is the role of business in shaping the future of our society? The book also presents best practices and provides unique learnings as well as business insights from the international Sustainable Entrepreneurship Award (www.se-award.org). The Sustainable Entrepreneurship Award (short SEA) is an award for companies today who are thinking about tomorrow by making sustainable business practices an integral part of their corporate culture. Companies that receive the SEA are being recognised for the vision they have shown in combining economic and sustainable responsibility.

Entrepreneurship

Combining comprehensive coverage with a wide variety of real-life cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans,

select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased 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 and ventures throughout the world.

New Venture Creation

Economic development is a priority for all nation-states, whether developing or developed. In recent times, a few among the developing nations – often referred to as the emerging economies – have attracted the world’s attention because of their fast pace of economic growth. While the similarities among these nations (for example the BRICS) in the pattern of their economic growth are highlighted and discussed, the differences are often glossed over. This book, therefore, attempts to present the diverse ways in which entrepreneurship is facilitated in emerging economies, through a compilation of research papers from six different countries (India, China, Singapore, Hong Kong, Nigeria and New Zealand) belonging to the class of emerging economies. The papers included in this book cover a variety of topics related to the creation and management of an entrepreneurial ecosystem, such as intercultural interactions, IPR issues, government policies for SMEs, social

entrepreneurship, opportunity identification, green entrepreneurship, employee entrepreneurship, symbiotic ventures and social capital, social fluidity mapping for reducing failure stigma, green awareness in the corporate world and among entrepreneurs, venture capital for growth, immigrant entrepreneurs, entrepreneurial success and life satisfaction, among others. The contributions are supported by an introductory chapter that provides an integrative framework by unifying the diverse patterns of economic development in the different countries under various institutional inadequacies as a process of “muddling-through to development”, necessitated by the non-systematic development of the ecosystem for new venture creation. This book is indeed a must-read for those interested in understanding the process of entrepreneurship and economic development in emerging economies.

Entrepreneurship Marketing

Entrepreneurship, by Hisrich, Peters and Shepherd is intended for the undergraduate and graduate courses in entrepreneurship and has been designed to instruct students on how to formulate, plan, and implement a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Actual case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

Entrepreneurship and Small Business Management

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book.

ENTREPRENEURSHIP: The Art, Science, and Process for Success

Social entrepreneurship is on the rise and social enterprises are solving some of the most critical and enduring social problems by using innovative, pragmatic and sustainable business models. Access to knowledge thanks to the Internet and rapid expansion of the knowledge economy are opening new opportunities for social ventures. With knowledge-based social entrepreneurship where knowledge is the primary resource, more pressing social problems can be addressed by using advanced technologies. This book investigates this emerging concept, possibilities that it holds, its place in today's economy, and links bridges between knowledge, innovation, and social entrepreneurship. Academics, entrepreneurs, students, and

NGOs will find the theoretical and practical information presented in this book extremely valuable.

Entrepreneurship

Entrepreneurship

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. . . The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. .

Small Business and Entrepreneurship

This edited collection draws together cutting edge perspectives from leading scholars on the increasingly prominent discussion of entrepreneurial behaviour. Exploring various aspects of human behaviour, the authors analyse the antecedent influences and drivers of entrepreneurial behaviour in different organisational settings. This collection is of interest to scholars, practitioners and even policy-makers, as a result of its in-depth exploration, discussion and evaluation of emerging themes of entrepreneurial behaviour within the field of entrepreneurship and beyond. Offering contextual examples from universities, firms and society, Entrepreneurial Behaviour covers topics such as entrepreneurial intention, gender, crime, effectuation and teamwork.

Transnational Entrepreneurship

Entrepreneurship and innovation play a vital role in fostering sustainable development. Advances in technology and communications have both transformed the process of business as well as strengthened the role of entrepreneurship in developed and developing countries. This important book is the first to provide the fundamental concepts and applications for faculty and students in this field, and also serves as a professional reference for practicing entrepreneurs and policymakers. Each chapter provides a clear guide to the conceptual and practical elements that characterize entrepreneurship and the process of new venture formation, including functional strategies in key areas such as marketing,

information technology, human resources management, and accounting and finance. Questions and exercises are presented throughout in order to encourage discussion and problem-solving. A quick summary of the important concepts and definitions are also provided. Keeping practicality as the book's core aim, all chapters include a long case study to set the scene and then draw upon shorter cases from both developing and developed countries to reinforce key learning objectives and the real-world application of the book's core concepts.

Sustainable Entrepreneurship

About the Book: Of late, academicians of technical education have felt the importance of "Management" and "Entrepreneurship". Engineers need to manage their departments/sections/subordinates, and Entrepreneurship helps the large pool of technical manpower in developing small-scale industries in high tech areas thereby contributing to the economy of the country. This book covers both 'Management' and 'Entrepreneurship'. The first chapters of this book deal with Management, Planning, Organizing and Staffing, Directing and Controlling. The last four chapters deal with Entrepreneurship, Small-Scale Industries, Institutional support and Project formulation. Adequate number of simple examples with which the students are familiar are included in each chapter. In addition, each chapter contains student learning activities to give the readers a chance to enhance the learning process. Though the book is written keeping in mind the syllabus of

Visvesvaraya Technological University, yet it is useful for B.Com, BBM, DBM,. PGDBM and MBA students also. Contents: Management Planning Organizing and Staffing Directing and Controlling Entrepreneurship Small-Scale Industries Institutional Support Preparation of Project.

International Entrepreneurship

This new 7th Edition of New Venture Creation: Entrepreneurship for the 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 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 recognize entrepreneurial opportunities.

Entrepreneurship & Management

Combining comprehensive coverage with a wide variety of real-life cases, International Entrepreneurship: Starting, Developing, and Managing a Global

Venture gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased 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 and ventures throughout the world.

Management and Entrepreneurship

The 9th Edition of Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-

life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

Knowledge-Based Social Entrepreneurship

International Entrepreneurship

This title was first published in 2003. The book covers the areas of: entrepreneurship and economic development; entrepreneurship theories (traditional and alternative); entrepreneurship education and training programmes; a comparative European analysis of entrepreneurship programmes; a profile of the aspiring entrepreneur; assessing effectiveness; and a framework for the design and development of entrepreneurship training programmes. Readers should gain a significant insight into the effectiveness of entrepreneurship training programmes from both the programme providers' and participants' point of view. Key features of the book include: an up-to-date review of the literature in this field; a comparative analysis of entrepreneurship programmes with a European perspective; an in-depth treatment of the effectiveness issue both on a qualitative and quantitative basis, and a longitudinal study involving a control and comparator

group. The framework proposed by the authors should be applicable on a European scale.

Effective Entrepreneurial Management

This is the eBook of the printed book 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 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 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 businesses.

Entrepreneurship

Principles of Small Business Management, 5e, International Edition provides a balanced introduction to both entrepreneurship and small business management

with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics. The Fifth Edition features a special focus on the impact of the financial crisis on small business management. The online Business Plan Guide and templates provide some of the most extensive information available on business planning.

Entrepreneurship Education and Training: The Issue of Effectiveness

Undergraduate course in Entrepreneurship and New Venture creation. Entrepreneurship 2/e takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.

Entrepreneurial Development

Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully

introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

Entrepreneurship: Theory, Process, and Practice

This textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management. It first introduces readers to the fundamentals of entrepreneurial management, the nature of entrepreneurial managers and business planning, before exploring the specific topics of creativity and innovation, risk management, entrepreneurial marketing and organization as well as financing. The authors then move to contemporary topics such as entrepreneurial growth strategies, e-commerce challenges, ethical and socially responsible entrepreneurial management, franchising, and managing entrepreneurial family ventures. Each chapter provides a case study and several practice-based examples to help explain the concepts. By providing a truly international approach, this text offers ample theoretical and empirical insights into entrepreneurship and small business management. It is a valuable and up-to-

date resource for teachers and students of entrepreneurship.

Business Model Pioneers

Designed to instruct students on the process of formulating, planning, and implementing a new venture, this book addresses the dynamics of entrepreneurial challenges. It balances the crucial line between modern theory and practice.

Managing Innovation and Entrepreneurship

The 8th Edition of Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern

theory and practice.

Entrepreneurial Ecosystem

The first book to look at innovation/entrepreneurship from an international perspective, *Managing Innovation and Entrepreneurship: A Global Perspective* provides a step-by-step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

Entrepreneurial Behaviour

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implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. . The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. .

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES &
HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR
LITERARY FICTION NON-FICTION SCIENCE FICTION