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*Entrepreneurship
Hisrich Mcgraw Hill*

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DUKE SCHWARTZ

Entrepreneurial Cognition McGraw-Hill Education

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.

Trailblazing in Entrepreneurship McGraw-Hill/Irwin

Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from

some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. *Technology Ventures* details the critical differences between scientific ideas and true business opportunities.

Issues and Newness Irwin Professional Pub

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.

International Entrepreneurship Education
Springer

"The book presents a comprehensive introduction of the concepts and practices of e-entrepreneurship and e-innovation"--Provided by publisher.

Glencoe Entrepreneurship: Building a Business, Student Edition McGraw-Hill/Irwin

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. Entrepreneurship McGraw-Hill College *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 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.

Entrepreneurship John Wiley & Sons
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Managing Innovation and

Entrepreneurship IGI Global
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Skills for Successful Ventures McGraw-Hill Education

'Innovative, well organised, readable and authoritative. This is a text that takes a modern and refreshing approach to a subject that is an essential ingredient on today's economic agenda' - Graham Beaver, Professor of Strategic Management, Visiting Professor to Queensland University of Technology, Fellow of the University of Warwick Not everyone who wants to study entrepreneurship has a theoretical background in business. Specifically written for students who do not have a strong business theory background, the authors of Entrepreneurship for Everyone bring alive the crucial issues for understanding this dynamic field. Going beyond the traditional textbook, the authors equip students with the necessary business knowledge and essential practical advice on applying that knowledge in the real world, to a range of types of industry - from sustainable industries, information technology, healthcare, biotechnology, as well as the musical and creative industries. Key entrepreneurship concepts that are covered include: - the theories and tools of creative thinking - market research - intellectual property protection - relevant economics If you are coming to this area anew, and especially if you are interested in how entrepreneurship is applied, putting this text back on the shelf could cost you real success.

Digital Entrepreneurship Emerald Group Publishing

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 with PowerWeb SAGE 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, helping to reinforce key topics. 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 Peters

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. Includes Connect: A highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

A Student Textbook SAGE Publications Proven tools for solving today's most persistent entrepreneurial headaches--and keeping the focus on business growth Operating a small business presents entrepreneurs with a continuing series of problems that need to be solved--and, usually, the smaller the business, the bigger the problems. Small Business Solutions focuses on 13 crises that crop up again and again in most small businesses, and details how entrepreneurs have identified and successfully solved them. As a longtime consultant to start-up businesses, Robert Hisrich has seen these solutions work in scores of small businesses, both in the United States and abroad. He divides Small Business Solutions into three categories--marketing, finance, and overall management--and provides market-proven solutions to problem areas in each: Sales & Marketing--Turning sales into profits, focusing a business Finance--Raising capital, monitoring and managing cash flow, valuing a business Management--Choosing the right partner, changing style as a business grows, and more **Entrepreneurship** Springer One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential

elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

Creating New Paths for Understanding the Field Bloomsbury Publishing

Entrepreneurship: Building a Business teaches students the business and academic skills they need to build and manage a successful 21st century business. The text focuses on the fundamentals of entrepreneurship, recognizing opportunities, determining the feasibility of a business idea, conducting market research, managing marketing strategies, and more. The 2016 copyright adds content on online advertising, social media marketing

strategies, and crowdfunding. By the time students finish studying the book, they will have thought through every aspect of a comprehensive business plan. Features and activities found throughout the text help students to prepare for their futures and better understand the many factors affecting business success. Includes Print Student Edition

From Idea to Enterprise Springer

This book is open access under a CC BY 4.0 license. In this book, the authors present a challenge for future research to build a stronger, more complete understanding of entrepreneurial phenomena. They argue that this more complete picture of entrepreneurial phenomena will likely come from scholars who undertake at least some trailblazing projects; from scholars who broaden the range of research questions, the potential outcomes of entrepreneurial action, and the selection and combination of research methods; and from researchers who avoid the endless debates about the margins of the field and its sub-fields or about whether one theoretical or philosophical lens is superior to another. This book offers suggestions for future research through a variety of topics including prosocial action, innovation, family business, sustainability and development, and the financial, social, and psychological costs of failure. It promises to make an important contribution to the development of the field and help academics, organizations, and society make useful contributions to the generation of entrepreneurial research.

Entrepreneurship and Innovations in E-Business: An Integrative Perspective
McGraw-Hill Education

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.

Small Business Solutions SAGE Publications

The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance 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 international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author's engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying

Entrepreneurship or Small Business on undergraduate business or 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 international case studies from entrepreneurs and small businesses, ranging from Oman to Australia - First-hand, detailed stories from real-life entrepreneurs in brand new video interviews integrated throughout the text - Increased and integrated coverage of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship

Entrepreneurship McGraw-Hill Science, Engineering & Mathematics
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Enterpreneurship Springer Nature
 The 9th Edition of Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly

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