Entrepreneurship: From Concept to Business Plan-Robert D. Hisrich 2007-08-01 The book is the definitive guide for entrepreneurs, offering no-nonsense advice for all phases of the business cycle: starting, growing, and managing a venture. It covers the creation and management of new ventures, and how to plan, implement, and re-engineer established ones. The latest edition includes new material on marketing, customer relationship management, and entrepreneurship in the knowledge economy.

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that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and academic research, this book offers a distinctive and comprehensive coverage of the field.

Entrepreneurial Marketing: Robert D. Hisrich 2018-03-30 The small business is not the basis of American prosperity; the foundation of American democracy, and not the champion of job creation. This provocative book, Robert Atkinson and Michael Linder argue that small business is not, as is widely claimed, the basis of American prosperity. The small business creates an illusion of prosperity that is misleading. The small business is not systematically differentiated against a government policy. Rather, Atkinson and Linder argue, small businesses are the result of failed policy and the collapse of the government's own economic policies. The small business is the result of a failed policy and the collapse of the government's own economic policies. The small business is the result of a failed policy and the collapse of the government's own economic policies.

Governpreneurship: Robert D. Hisrich 2012-01-01 Why small business is not the basis of American prosperity, nor the foundation of American democracy, and not the champion of job creation. This provocative book, Robert Atkinson and Michael Linder argue that small business is not, as is widely claimed, the basis of American prosperity. The small business creates an illusion of prosperity that is misleading. The small business is not systematically differentiated against a government policy. Rather, Atkinson and Linder argue, small businesses are the result of failed policy and the collapse of the government's own economic policies. The small business is the result of a failed policy and the collapse of the government's own economic policies. The small business is the result of a failed policy and the collapse of the government's own economic policies.

Entrepreneurship, Intrapreneurship, and Venture Capital Robert D. Hisrich 1986

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My Evolution As an Entrepreneurian Robert D. Blackwell 2014-07-28 The book focuses on the implications of the role of family dynamics in business, particularly in terms of succession planning, strategic development and internationalization. Both, gender and family relationships can be the potential value to entrepreneurship, scholarship and business practice. This edited book is useful and insightful addition to the entrepreneurship field.

Gender and Entrepreneurship Vanessa Ratten 2017-07-20 This book focuses on gender and family entrepreneurship, as they are interrelated concepts and processes. It examines the role of gender and family dynamics in business, particularly in terms of succession planning, strategic development and internationalization. Both, gender and family relationships can be the potential value to entrepreneurship, scholarship and business practice. This edited book is useful and insightful addition to the entrepreneurship field.

To Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial link between modern theory and practice. Includes numerous, easy-to-use research and learning management solutions that embed learning science and award-winning adaptive tools to improve student results.

Contemporary Entrepreneurship: Robert R. Hisrich 2015-07-17 This book presents the current state-of-the-art in all major and emerging areas of entrepreneurship research. This book provides up-to-date coverage of the latest research and current issues that are at the forefront of entrepreneurship study. The book is unique in that it covers all areas of entrepreneurship research, from small business creation and growth to corporate entrepreneurship and innovation. This book is unique in that it covers all areas of entrepreneurship research, from small business creation and growth to corporate entrepreneurship and innovation.

Entrepreneurship: Creating the Ecosystem for Your University Robert D. Hisrich 2020 With the increasing interest in entrepreneurship, a wealth of new ideas and technologies, and a need for new sources of revenue, this book provides insights into the process, elements, and activities needed for a successful innovation ecosystem. Entrepreneurship: Creating the Ecosystem for Your University provides tools, case studies, and best practices for universities to establish successful innovation ecosystems. Entrepreneurship: Creating the Ecosystem for Your University provides tools, case studies, and best practices for universities to establish successful innovation ecosystems.

Entrepreneurship, Open Innovation, and Open Education Robert J. Rees 2019-05-01 This book analyzes the importance of entrepreneurial mindset, creating a competitive advantage, implementation of entrepreneurship, and the overall corporate strategy, the respective chapters address the ways open innovation can impact entrepreneurship and open innovation, such as enterprise growth, creating competitive advantage, and open innovation. The Granovetter approach to corporate social responsibility, a unique perspective on the role of entrepreneurship in this research, and the Granovetter approach to corporate social responsibility, a unique perspective on the role of entrepreneurship in this research.
Informal Ethnic Entrepreneurship - Veland Ramadani 2018-10-03 This book presents a curated collection of research on ethnic entrepreneurship, focusing on the informal sector. The common theme of the expert contributions is that entrepreneurial motivation to start informal business is paramount to ethnic groups. In particular, the book explores the factors influencing ethnic groups to start informal businesses and how this creates innovative business activity. It also charts the evolution of ethnic entrepreneurship and informal businesses in advanced and emerging economies; the diversity of entrepreneurial strategies; the economics of co-ethnic employment; and the issues surrounding immigrant entrepreneurship. The book is a valuable resource for researchers in the field of informal ethnic entrepreneurship, as well as for policy makers and entrepreneurs.

The Small Business Millionaire - Steve Chandler 2006-05-30 This riveting story about heartbreak and prosperity holds plenty of drama and suspense. Frank Mills and his daughter Jennifer are deeply in debt and struggling to make ends meet when a robbery occurs at their little restaurant in the sleepy town of Royal Oak, Michigan. Fortunately a bright young millionaire named Jonathan Berkley is available to advise them. Jonathan shows them time and again that he is a powerful coach who knows how to empower people in business and give them the faith and strength they need to make it on their own. Frank and Jennifer’s restaurant goes from being the cause of suicidal depression to a surprising success, using some of the same secrets revealed in Chandler and Beckford’s bestselling non-fiction book: 9 Lies That Are Holding Your Business Back. Chandler and Beckford draw on their experience in business consulting and the arts to craft an entertaining, enlightening, and informative business-related novel. Readers will gain insights and discover simple truths about how to be successful in business, and in all areas of life.

Technology Entrepreneurship - Thomas N. Duening 2009-10-21 Recognizing the unique needs of the technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market. Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation, issues of most relevance to technology start-ups Extensive discussion of technology management and continuous innovation as a competitive advantage Addresses the issue of leading, managing, motivating, and compensating technical workers More time on the fundamentals of marketing and selling, as these are elements of entrepreneurship commonly most neglected by engineers and scientists

Academic Entrepreneurship: Creating The Ecosystem For Your University - Hisrich Robert D 2020-02-27 With the increasing interest in entrepreneurship, a wealth of new ideas and technologies, and a need for new sources of revenue, the focus of this book is to provide insights on the process, elements, and activities needed for a university to successfully create new entrepreneurial ventures. The topics covered include: establishing the process itself, patents and copyrights, the role of incubators and accelerators, and funding sources for starting and growing the new ventures. This book provides the basics for a university to fulfill its third mission — to positively impact the well being of the surrounding area and the local, national, and world economies.

Gender and Family Entrepreneurship - Vanessa Ratten 2017-07-20 This book focuses on gender and family entrepreneurship, as they are interrelated concepts particularly important in today’s global society. The book highlights the significance of the role of gender in the development and growth of family businesses. It helps readers understand the role of family dynamics in business, particularly in terms of succession planning, strategic development and internationalization. Often, both gender and family entrepreneurship are studied independently, but this book aims to marry both perspectives with a novel approach. This creates a synergy between gender and family entrepreneurship that increases the potential value to entrepreneurship scholarship, policy and business practice. This edited book is a useful and insightful addition to the entrepreneurship field.

The Entrepreneur Mind - Kevin D. Johnson 2013-01-22 "What every successful entrepreneur knows, but won't tell you" -- Cover.