Entrepreneurial PC: Complete Guide to Starting a PC-based Business

David, Bernard J.

Note: This is not the actual book cover

The Entrepreneurial Pc

Dee Blick

The Entrepreneurial Pc:

The Entrepreneurial PC Bernard J. David,1992 A practical guide to using PCs as the basis for setting up a business The facilities that PCs can offer such as word processing desktop publishing database programming computer art information research payroll work listings services and computer game development are all detailed   *Entrepreneurial PC* Bernard J. David,1994 Provides the pros cons and start up requirements for computer based business opportunities This revised edition has been updated to reflect the realities of an uncertain economy providing workable formulae for success which take advantage of current business conditions The guide is full of practical field tested advice on how to launch a new computer based enterprise from home   *The Role of Psychological Capital in Entrepreneurial Contexts* Fu-Sheng Tsai,Karen Moustafa Leonard,Shalini Srivastava,2021-01-21   **The Business of Software** Michael A. Cusumano,2004-03-15 The software industry is in a fast paced league of its own The drive to have the highest level of speed the highest level of flexibility in strategic planning and the need to manage talent of a different generation and mindset make it truly unique Few possess as much experience showing software professionals how to succeed as Michael Cusumano who has served as a board member or consultant to such organizations as AT T AOL CompuServe Lucent and Verizon THE SOFTWARE BUSINESS packs his invaluable insight into a single powerful guide Just as he did in MICROSOFT SECRETS Cusumano links issues of strategy and organization with those of managing technology He argues that the key to success in the 600 billion software business is choosing a business model that will capitalize on the good times and survive the bad Through eye opening case studies Cusumano introduces a ground breaking framework that any manager can use to select the right business model from a choice of three products services or hybrid business solutions A must read for every manager programmer analyst entrepreneur and student interested in software THE SOFTWARE BUSINESS is destined to become a handbook for getting ahead in the competitive field of computers and e commerce   **Crowdfunding and Entrepreneurial Finance** Richard Harrison,2017-10-02 An increase in the restrictions on the availability of funding for new and growing businesses in the aftermath of the global financial crisis has been accompanied by the emergence and growth of crowdfunding as an alternative method of raising capital Crowdfunding contributes towards the disintermediation of the finance market as funders and promoters are brought together directly democratising both fundraising by businesses and investment by individuals This book extends entrepreneurial finance research to the study of crowdfunding Contributions review the history status and future of crowdfunding analyse the patterns of fundraising assess the potential of crowdfunding for the financing of social ventures in particular and discuss the regulatory implications of recent developments What is clear from this collection is that the crowdfunding space is still evolving institutional forms are still developing as models are refined new institutional collaborations e g between equity platforms and business angel networks are emerging and new challenges particularly regulatory challenges are being encountered While crowdfunding is not a universal solution for SME finance in a

post crisis financial landscape it remains too early to determine whether crowdfunding represents a large scale transformation of the early stage risk capital market or a minor addition to it This book was originally published as a special issue of Venture Capital   Managing Through the Entrepreneurial Fog Tim Koprowski Sr,2013-05 As a manager you have the opportunity to inspire those under your purview to the point where they feel privileged to have you as their leader It may be a lot of work to get there but it can be done In Managing through the Entrepreneurial Fog author Tim Koprowski Sr addresses the necessary steps for successfully managing people toward a common goal It begins by delving into the world of management by presenting a new philosophy called Play by the Rules Sharing anecdotes that give the rationale behind its foundation Koprowski describes a unique and complete approach to managing people based on twenty three key concepts He then discusses how this philosophy was used to strengthen the foundation on which a start up company was built He traces the story of a software company for the healthcare industry that began with virtually nothing and later became a formidable force for well established companies to contend with Providing candid accounts of the various challenges the business faced Koprowski explains how the concepts from Play by the Rules played an integral role in examining the company s failures and turning them into successes A practical tutorial for potential current and new managers Managing through the Entrepreneurial Fog illustrates the application of an effective management philosophy put into practice in the workplace

The Intentional Entrepreneur David L. Bodde,2016-07-08 The Intentional Entrepreneur will help technology professionals and student of business engineering or science learn the art of entrepreneurship David Bodde emphasizes the real world experience of men and women who are creating new ventures that will survive in the post bubble economy The book adds structure and context to its stories with chapters interpreting recent research on business models marketing new venture finance and intellectual property Unlike most books on entrepreneurship The Intentional Entrepreneur gives special emphasis to technology markets throughout   **Asia's Computer Challenge** Jason Dedrick,Kenneth L. Kraemer,1998-08-20 How did the computer industry evolve into its present global structure Why have some Asian countries succeeded more than others Jason Dedrick and Kenneth L Kraemer delve into these questions and emerge with an explanation of the rapid rise of the computer industry in the Asia Pacific region Asia s Computer Challenge makes a systematic comparison of the historical development of the computer industries of Japan Hong Kong Korea Singapore and Taiwan and concludes that neither a plan versus market nor a country versus company dichotomy fully explains the diversity found among these countries The authors identify a new force the emergence of a global production network Reaching beyond specific companies and countries this book explores the strategic implications for the Asian Pacific countries and the United states Now East Asia is faced with a challenge they must make the move from low margin hardware business to high margin software and information businesses while Americans must respond by maintaining leadership in standards design marketing and business innovation

Entrepreneurship Andrew Zacharakis,Andrew C. Corbett,William D. Bygrave,2019-12-05 Entrepreneurship 5th Edition

helps aspiring entrepreneurs understand the process of starting a new venture and appreciate the vital role of entrepreneurship in the economy This accessible textbook explains the steps involved in starting a new company and offers insights on engaging with startups as investors bankers accountants lawyers vendors customers and employees Delving into the real world trials and tribulations of entrepreneurship the text covers every stage of the entrepreneurial process from searching for an opportunity and molding it into an attractive product or service to launching growing and eventually harvesting the new venture The fully revised and updated fifth edition integrates core concepts of entrepreneurship and practical case studies enabling students to develop an inclusive perspective on how businesses are born grow and succeed or fail The authors explore the entrepreneurial competitiveness of nations throughout the world describe the critical factors for starting a new enterprise and building it into a successful business and demonstrate how to build a workable business model Clear straightforward chapters cover each essential area of entrepreneurship including marketing strategy team building financial projections business planning and more **CIO** ,1997-08 **The 15 Essential Marketing Masterclasses for Your Small Business** Dee Blick,2013-08-16 Practical and proven masterclasses for simple and effective small business marketing This straightforward practical book cuts through the morass of marketing theory to reveal the practical steps that small businesses can take to achieve phenomenal marketing results Presenting fifteen comprehensive masterclasses marketing expert Dee Blick presents easy to understand and easy to implement strategies to increase sales prevent marketing mistakes and build the foundations of a customer driven brand These fifteen comprehensive masterclasses can be implemented immediately and cover such topics as marketing plans copywriting social media marketing and public relations Written by successful author and marketing guru who has worked with small businesses for twenty seven years Includes practical effective marketing strategies for every small business Appropriate for entrepreneurs small business owners and practicing marketing managers When it comes to marketing a small business success means getting a big impact from a small investment The 15 Essential Marketing Masterclasses for Your Small Business gives entrepreneurs and small business owners proven strategies for effective profitable marketing **Entrepreneurship and the Market Process** David A Harper,2002-01-08 Enterpreneurship is central to the market process and yet most theories of it fail to tackle the problem of how economic agents learn from their experience This book redresses this by systematically applying the ideas of Karl Popper It treats the entrepeneur as a theorist who develops conjectures which are then tested by exposure to the market in an effort to eliminate errors This is a critical aspect of the development of new ventures as most entrepeneurial ideas turn out to be mistakes at least in their original form Computer Martin Campbell-Kelly,William Aspray,Nathan Ensmenger,Jeffrey R. Yost,2018-04-20 Computer A History of the Information Machine traces the history of the computer and shows how business and government were the first to explore its unlimited information processing potential Old fashioned entrepreneurship combined with scientific know how inspired now famous computer engineers to create the technology that

became IBM Wartime needs drove the giant ENIAC the first fully electronic computer Later the PC enabled modes of computing that liberated people from room sized mainframe computers This third edition provides updated analysis on software and computer networking including new material on the programming profession social networking and mobile computing It expands its focus on the IT industry with fresh discussion on the rise of Google and Facebook as well as how powerful applications are changing the way we work consume learn and socialize Computer is an insightful look at the pace of technological advancement and the seamless way computers are integrated into the modern world Through comprehensive history and accessible writing Computer is perfect for courses on computer history technology history and information and society as well as a range of courses in the fields of computer science communications sociology and management   **The Private Sector in Public Office** Yue Hou,2019-09-05 Examines how the private sector in China manages to grow without secure property rights   Handbook of Research on Ethnic Minority Entrepreneurship Leo Paul Dana,2007 Professor Dana and his colleagues have carefully and successfully put together a collection of chapters on ethnic minority entrepreneurship from all parts of the world The book comprises eight parts and 49 chapters Undoubtedly given the massive size and content of a 835 page book it is fair to ask is it value for money The answer is unequivocally yes A further comment on the content of the book should probably reassure potential readers and buyers of the book This collection is undoubtedly rich creative and varied in many respects Therefore it will be of great benefit to researchers and scholars alike I will strongly recommend this book to researchers students teachers and policy makers Aminu Mamman International Journal of Entrepreneurial Behaviour and Research The volume presents an impressive panorama of studies on ethnic entrepreneurships ranging from Dalits in India to Roma entrepreneurs in Hungary B P Corrie Choice From a focus on middle man minorities in the 1950s the study of minority ethnic entrepreneurship has evolved into a vast undertaking A major ingredient in this expansion is the massive population movements of the past thirty years that have created ethnic minority communities in almost all advanced economies From New York to San Francisco from Birmingham to Hamburg from the Chinese in Canada to the Turks in Finland to the Ghanians in South Africa to the Lebanese in New Zealand more than twenty chapters in this volume treat small scale ethnic entrepreneurship and the cultural and institutional resources which support it At the other end of the spectrum the ethnic Chinese have created ever larger multi divisional enterprises in the host societies of Southeast Asia At the mid point of the spectrum analyzed in an elegant paper by Ivan Light is the recently identified transmigrant entrepreneur accultured in two societies but assimilated in neither whose special endowments have provided the lynchpin for for much of the international trade expansion in the global economy over the past decade And Dana and Morris provide us with much more Afro American entrepreneurship caste and class the theory of clubs women ethnic entrepreneurs minority ethnicity and IPOs In the quality of its contributions and in the reach of its coverage this Handbook attains a very high standard Peter Kilby Wesleyan University US The new Handbook of Research on Ethnic Minority

Entrepreneurship edited by L o Paul Dana constitutes a major contribution to the literature on ethnic enterprise Unlike previous work which tended to focus on one country or one region of the world this book is global in scope You will find chapters on America Europe and Asia as well as integrative essays that review important principles and concepts from the literature on ethnic entrepreneurship I particularly appreciate the historical and evolutionary framework within which the contributions are situated This book belongs on the shelf of everyone who has an interest in immigration and entrepreneurship or ethnic entrepreneurship more generally Howard Aldrich University of North Carolina US This exhaustive interdisciplinary Handbook explores the phenomena of immigration and ethnic minority entrepreneurship in light of marked changes since the mid twentieth century and the advent of easier more affordable travel and more open and integrated national economies The international contributors key experts in their respective fields illustrate that myriad ethnic minorities exist across the globe and that their entrepreneurship can and does significantly influence national economies The contributors go on to promote our understanding of which factors make for successful entrepreneurship and perhaps more importantly how negative political consequences that members of successful entrepreneurial ethnic minorities might face can be minimized This extensive collection of current research on entrepr *InfoWorld* ,1991-08-12 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects **Computer, Student Economy Edition** Martin Campbell-Kelly,2018-10-03 This book covers the way computing was handled before the arrival of electronic computers It discusses manual information processing and early technologies The book describes the development of software technology the professionalization of programming and the emergence of a software industry **The Portable MBA in Entrepreneurship** William D. Bygrave,Andrew Zacharakis,2015-07-24 A totally updated and revised new edition of the most comprehensive reliable guide to modern entrepreneurship For years the Portable MBA series has tracked the core curriculum of leading business schools to teach you everything you need to know about business without the cost of earning a traditional MBA degree The Portable MBA in Entrepreneurship covers all the ins and outs of entrepreneurship using real life examples and handy tools to deliver clear honest practical advice on starting a successful business If you re planning to start your own business you d best start with the facts This reliable information packed resource shows you how to identify good business opportunities create a business plan do financial projections find financing and manage taxes Other topics include marketing selling legal issues intellectual property franchising starting a social enterprise and selling your business Completely updated with new examples new topics and full coverage of topical issues in entrepreneurship Includes customizable downloadable forms for launching your own business Comes with Portable MBA Online a new web site that gives readers access to forms study guides videos presentations and other resources Teaches you virtually everything you d learn on entrepreneurship in today s best business schools Whether you re thinking of starting your own business or you already have and just need to brush up on

entrepreneurial basics this is the only guide you need   **The Business of Happiness** Ted Leonsis,2010-02-09 In The Business of Happiness Ted Leonsis business sports and media mogul explains that success may or may not make you happy but happiness will almost always make you more successful Through research studies personal stories and anecdotal evidence from celebrities famous athletes and influential businessmen Ted reveals the six secrets to achieving true happiness and how they make success almost inevitable   *PC Mag* ,1998-07 PCMag com is a leading authority on technology delivering Labs based independent reviews of the latest products and services Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology

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