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 Effective Entrepreneurial Management
 Creating New Paths for Understanding the Field
 Contemporary Entrepreneurship
 A Student Textbook
 Strategy, Planning, Risk Management, and Organization
 Managing Innovation and Entrepreneurship
 Starting, Developing, and Managing a Global Venture
 Technology Entrepreneurship
 Entrepreneurship
 A Practical Managerial Approach
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 Establishing a Thriving Entrepreneurial Spirit in Government
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Gender and Family Entrepreneurship

Edward Elgar Publishing

'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.

A Guide for Innovation and Growth

McGraw Hill Professional

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 Edward Elgar Publishing

This book presents the current state-of-

the-art in all major and upcoming areas of entrepreneurship research. Thousands of scholars around the world are currently working to broaden our understanding of the entrepreneurial phenomenon. The disciplines involved are numerous, as are the topics of interest, with substantial efforts to enhance the existing knowledge. This book is specifically designed to facilitate high-level, high-intensity discussions and fruitful exchanges between scholars involved in entrepreneurship research. The articles address a variety of topics ranging from self-employment, technology, growth patterns and job creation, and success and failure rates, to historical, conceptual and comparative international approaches.

"This book takes entrepreneurship beyond the individual, size of the venture, entrepreneurial personality, and looks at entrepreneurship as a long term complex process that is heterogeneous, content dependent with an emphasis on innovation and growth. A must read for individuals interested in entrepreneurship, today and in the future, on a domestic and global basis." – Robert D. Hisrich, Director – Walker Center and Garvin Professor of Global Entrepreneurship, Thunderbird School of Global Management

"Entrepreneurship is perhaps not just the most multifaceted but also the most important concept of the modern socio-economic disciplines. This book makes an invaluable contribution in this fascinating area: it presents a multifaceted socio-economic examination of the impact of entrepreneurship for growth." – Roy Thurik, Erasmus School of Economics in Rotterdam and Montpellier Business School

Leading Innovation and Entrepreneurship in Healthcare McGraw-Hill Education
Beat the competition with INTERNAL INNOVATION If 3M's corporate leadership hadn't given researcher Art Fry a creative outlet, the world would never have seen the Post-it Note . . . Corporate entrepreneurs, intrapreneurs, mavericks. No matter what name they go by, these innovators are the pioneering forces within an organization who spark new enterprises, products, services, and processes to combat increased global competition. Corporate Entrepreneurship shows you how to develop and grow your organization by designing the culture, structure, strategies, and policies that encourage and support internal entrepreneurial ventures. Bestselling author and world-renowned entrepreneur Robert Hisrich teams up with global management expert Claudine Kearney to provide action plans, techniques, and

insights for establishing an organizational culture that allows intrapreneurs to develop the entrepreneurial ventures that will secure value and generate new growth in your company. Every day, globalization and technological advancements continue to put more of your competitors within reach of your customers. In order for your company to stay attractive and thrive, you need the proven tools and tactics in this book to: Identify, evaluate, and fund venture opportunities Recognize bright corporate entrepreneurs and create their compensation plans Create business plans that avoid failure, optimize success, and develop and sustain corporate venturing Manage the internal politics of venturing Effectively implement corporate venturing into your organization Hisrich uses illustrative examples from his experience consulting for such global companies as 3M, Alcoa, Westinghouse, Citi, and many others. Through informative, well-researched case studies, he demonstrates how his concepts help companies prosper over the long run, gain market share, and stay on the cutting edge of their potential. If your employees aren't innovating, your company is losing its competitive edge. Use Corporate Entrepreneurship to give your mavericks what they need to keep your company on top—all over the world. *Studyguide for Entrepreneurship by Robert D. Hisrich, Isbn 9780073530321* Cram101
I can't think of a more qualified scholar to tackle the difficult subject of Entrepreneurship than Bob Hisrich. His vast experience in and knowledge of entrepreneurship has enabled a thorough application of entrepreneurial principles to government organizations. This book should be recommended reading for everyone in government at every level. We can only hope that a new era of government entrepreneurship is launched with this useful and practical guide. – Thomas N. Duening, University of Colorado, US
Challenging the traditional view that entrepreneurship is exclusively a private-sector concern, Government Entrepreneurship presents a compelling argument for increased focus on entrepreneurship in public sector organizations. The only book to date to focus specifically on government entrepreneurship, this innovative volume combines Robert D. Hisrich's vast theoretical knowledge with the practical experience of Amr Al-Dabbagh, who applied entrepreneurship in the Saudi public sector with excellent results. Featuring forewords by former US President Bill Clinton and former Malaysian Prime Minister Dr. Mahathir Mohamad, as well as four case studies that demonstrate the effectiveness of government

entrepreneurship in action, this fascinating book breaks new ground in a rapidly growing field. In a time when government funds are being reduced and its services increasingly questioned, fostering an entrepreneurial spirit within the government becomes a vital concern. Although there is no ideal model for achieving government entrepreneurship, this volume outlines a number of innovative strategies designed to help public sector managers undertake their public mission while developing an entrepreneurial culture within their organization. The authors offer thorough and indispensable advice covering every aspect of government entrepreneurship, from framework to policy to funding and beyond. Finally, the book concludes with four case studies that explore successful government entrepreneurial undertakings in Ireland, Singapore, Saudi Arabia and Switzerland. Government officials and other leaders in the public sector will find this book an indispensable guide to establishing an entrepreneurial focus in their organizations. Professors and students working in entrepreneurship, public sector management, and other business-related fields will also have much to admire in this innovative addition to the literature.

Entrepreneurship McGraw-Hill Education
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.

Edward Elgar Publishing

Elgar Advanced Introductions are stimulating and thoughtful introductions to major fields in the social sciences and law, expertly written by the world's leading scholars. Designed to be accessible yet rigorous, they offer concise and lucid surveys of the substantive and policy issues associated with discrete subject areas.

Effective Entrepreneurial Management
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.

Creating New Paths for Understanding the Field McGraw-Hill/Irwin

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.

Contemporary Entrepreneurship Edward Elgar 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.

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A Student Textbook Academic Press
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.

Strategy, Planning, Risk Management, and Organization Edward Elgar 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.

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Managing Innovation and Entrepreneurship Springer

"[Red Notice] does for investing in Russia and the former Soviet Union what Liar's Poker did for our understanding of Salomon Brothers, Wall Street, and the mortgage-backed securities business in the 1980s. Browder's business saga meshes well with the story of corruption and murder in Vladimir Putin's Russia, making Red Notice an early candidate for any list of the year's best books" (Fortune). "Part John Grisham-like thriller, part business and political memoir." —The New York Times This is a story about an accidental activist. Bill Browder started out his adult life as the Wall Street maverick whose instincts led him to Russia just after the breakup of the Soviet Union, where he made his fortune. Along the way he exposed corruption, and when he did, he barely escaped with his life. His Russian lawyer Sergei Magnitsky wasn't so lucky: he ended up in jail, where he was tortured to death. That changed Browder forever. He saw the murderous heart of the Putin regime and has spent the last half decade on a campaign to expose it. Because of that, he became Putin's number one enemy, especially after Browder succeeded in having a law passed in the United States—the Magnitsky Act—that punishes a list of Russians implicated in the lawyer's murder. Putin famously retaliated with a law that bans Americans from adopting Russian orphans. A financial caper, a crime thriller, and a political crusade, Red Notice is the story of one man taking on overpowering odds to change the world, and also the story of how, without intending to, he found meaning in his life.

Starting, Developing, and Managing a Global Venture Springer Nature

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.

Technology Entrepreneurship J. Ross Publishing

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 Academic Press

This second edition of a classic reference work, written by some of the most eminent academics in the field, contains over 30 per cent more entries on entrepreneurship. Comprehensive in scope, it includes topics from business angels, to export services to family

business and uncertainty and venture capital. There are also entries on individuals including George Eastman, Howard Hughes, Joseph Schumpeter and Walt Disney. Providing its readers with a unique point of reference, as well as stimulus for further research, this Encyclopedia is an indispensable tool for anyone interested in entrepreneurship, particularly students, scholars and researchers.

A Practical Managerial Approach Springer Entrepreneurship by Hisrich and Peters 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 SAGE Publications

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.

Establishing a Thriving Entrepreneurial Spirit in Government

Irwin Professional Pub

Combining robust narrative with a wide variety of interesting cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* shows how entrepreneurs can conduct business activities across national boundaries and succeed in today's hypercompetitive world. Robert Hisrich shows how entrepreneurs can develop the skills to identify opportunities and then manage these opportunities on a global basis. The Second Edition provides increased attention to culture, and reflects recent changes in our increasingly globalized world.

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