

## Entrepreneurship Hisrich 9th Edition

A clear and insightful introduction to the world of business enterprise and the inner workings of the firm. It explores the role of entrepreneurs, consumers and businesses to understand how their roles affect the production and allocation of good and services. The focus of this book is on technology ventures – how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It’s a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and markets in mind Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit

Innovation is a vital process for any business to remain competitive in this age. This progress must be coherently and optimally managed, allowing for successful improvement and future growth. The Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage provides emerging research on the use of information and knowledge to promote development in various business agencies. While covering topics such as design thinking, financial analysis, and policy planning, this publication explores the wide and complex relationships that constitute strategic innovation management principals and processes. This publication is an important resource for students, professors, researchers, managers, and entrepreneurs seeking current research on the methods and tools regarding information and knowledge management for business advancement.

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.

International Entrepreneurship: Starting, Developing, and Managing a Global Venture

Proceedings of the 2nd International Conference of Business, Accounting and Economics, ICBAE 2020, 5 - 6 August 2020, Purwokerto, Indonesia

Entrepreneurship in Africa

Proceedings of the 9th European Conference on Innovation and Entrepreneurship

Effective Entrepreneurial 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.**

**Public policy interventions aimed at encouraging, supporting and developing small businesses are important for understanding entrepreneurship and small business management. This textbook is the first to provide teachers and students with a resource that gives an overview of how institutional and policy structures interact with small firm start-ups, continuation and succession/failures. Beginning with a brief introduction to policy processes, the text covers the main policy instruments for entrepreneurial market entry and start-up support, for on-going small business advice and financial support, and succession planning. It particularly focuses on policies that improve the Business Enabling Environment through macroeconomic policy, institutional reform, and deregulation of bureaucratic burdens. Theoretical rigour is complemented by detailed assessments of current policies around the world, including USA, advanced and emerging economies and Policy support from global institutions such as the World Bank and the ILO are included. Written by a pre-eminent scholar of public policy and entrepreneurship, this textbook provides a concise but thorough introduction to the subject for Master’s students internationally. Policy recommendations in the author’s conclusion also highlight the book’s value to policy-makers as they adapt to the globalized, digital world.**

**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.

**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.**

**Knowledge-Based Social Entrepreneurship**

**Entrepreneurship for the 21st Century**

**Enhancing Future Skills and Entrepreneurship**

**Entrepreneurial Development**

**Finding Your Calling, Making a Difference**

*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.*

*Necessity entrepreneurs are individuals in developing countries who start small enterprises out of necessity. While they range from street sellers to educated hopefuls with little access to formal employment, the one thing that unites them is the need*

*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.*

*In order to respond to economic globalization and increased competitive pressures, companies need innovative, efficient and effective management strategies. Accordingly, this book explores various scenarios faced by entrepreneurs and family businesses, and proposes strategies to tackle the challenges and seize opportunities to grow in a highly competitive environment. It underscores the importance of deploying vital strategies to survive and flourish in the long term, overcoming challenges, and capitalizing on opportunities in order to attain / maintain a competitive position. By presenting and integrating the latest insights and case studies on entrepreneurship, family businesses, and strategy research, the book provides concrete recommendations for effective business survival and growth.*

*Start-up, Growth and Maturity*

*ICBAE 2020*

*Entrepreneurship Text and cases*

*Necessity Entrepreneurs*

*Understanding Knowledge Economy, Innovation, and the Future of Social Entrepreneurship*

This open access book presents the proceedings of the 3rd Indo-German Conference on Sustainability in Engineering held at Birla Institute of Technology and Science, Pilani, India, on September 16–17, 2019. Intended to foster the synergies between research and education, the conference is one of the joint activities of the BITS Pilani and the auspices of Indo-German Center for Sustainable Manufacturing, established in 2009. The book is divided into three sections: engineering, education and entrepreneurship, covering a range of topics, such as renewable energy forecasting, design & simulation, Industry 4.0, and soft & intelligent sensors for energy efficiency. It also includes case manufacturing, and life cycle analysis of ceramic products, as well as papers on teaching/learning methods based on the use of learning factories to improve students’problem-solving and personal skills. Moreover, the book discusses high-tech ideas to help the large number of unemployed engineering graduates looking for jobs become tech will appeal to academics and industry professionals alike.

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 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.

How can management be developed to create the greatest wealth for society as a whole? This is the question Peter Drucker sets out to answer in Innovation and Entrepreneurship. A brilliant, mould-breaking attack on management orthodoxy it is one of Drucker’s most important books, offering an excellent overview of some of his main ideas. Entrepreneurship is their attitude to change: ‘the entrepreneur always searches for change, responds to it and exploits it as an opportunity’. To exploit change, according to Drucker, is to innovate. Stressing the importance of low-tech entrepreneurship, the challenge of balancing technological possibilities with limited resources, and the organization with a vision of an entrepreneurial society where individuals increasingly take responsibility for their own learning and careers. With a new foreword by Joseph Maciariello

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 text on 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 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 and 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.

ECIE2014

Entrepreneurship and Small Business

Entrepreneurship

Accounting, Text and Cases

Corporate Entrepreneurship & Innovation

Achieving Successful Business Outcomes: Driving High Performance & Effective Transformations in a Continuously Evolving Business Environment (978-1-003-00939-9, 346640) "The missing manual for CXOs who want to understand the reasons their growth strategies are faltering and how to reinvigorate them." Steven Sonsino, London Business School, author of Leadership Unplugged and The Seven Failings of Really Useless Leaders "A valuable and important contribution to our future relevance toolkit!" Anton Musgrave, Futurist and Senior Partner, Future World International "A timely and compelling book that demystifies what it takes to drive change in a volatile and turbulent business environment." Sudhanshu Palsule, author of Rehumanizing Leadership, The Social Leader and Managing in Four Worlds "Not just a compendium of practical business lessons but also a new and powerful extendable model that can be used to evolve, evaluate and execute risk-calibrated business strategies. Piyush Sharma, School of Marketing, Faculty of Business and Law, Curtin University, Australia; Associate Editor, Marketing - Journal of Business Research; Regional Editor - Journal of Knowledge Management "The framework is very innovative and relevant in today’s highly competitive business environments. An important and valuable contribution to improving managerial and organizational effectiveness." Vinod Singhal, Charles W. Brady Chair, Scheller College of Business, Georgia Institute of Technology Navigating in space is exponentially more difficult than navigating on the road - because there are too many directions to investigate, too many unknowns to be prepared for and infinite pathways to chart in the galactic system. So it is with business. Business environments are extremely demanding and change continuously, precipitated by innumerable actors and conditions. Business success cannot be predicated on the pedigree of a leader or a prescribed theory alone, as start-ups have amply proven. Large companies have tried to copy nimble-footed start-ups while start-ups, after achieving a certain size, have been forced to adapt to unchartered territory. Disruptions seems to be the order of the day. This book is about achieving successful business outcomes. An aircraft has a complex dashboard of dials, where only a critical few need to be monitored continuously, and other subsets warrant attention only during specific phases of the flight. A well-modeled business can be managed successfully using a similar strategy. But the larger question is how to model a business, with closely correlated variables, to represent the reality of the environment and to allow for devising, formulating and adjusting business strategy and actions in real-time. The author uses a simple but well-researched STA-Triangle (space, time and action) model to achieve this purpose. The core of the STA model is to help navigate effectively in a rapidly changing business environment. Unlike traditional business studies that use a single lens to define business rules or organizational practices, it uses the combination of space, time and action as the driver of outcomes - something fundamental and core to human thinking across the ages. This book contains both theoretical and practical applications - the former helps propel further research and analysis and the latter helps practicing leaders confidently drive their firms forward in any environmental conditions. It will also help causal readers understand how the future is evolving and how different organizations are responding to this change. The author includes more than a hundred supporting examples and tools that help create highly incisive and unique views for calibrating strategy and execution.

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.

Drawing on exhaustive research, practical experience and decades of teaching marketplace theology, Richard Goossen and R. Paul Stevens present a theologically robust vision of Christian entrepreneurship for leaders who would seek to ground their calling in the mission of the triune God.

EntrepreneurshipMcGraw-Hill Medical Publishing

Technology Entrepreneurship

Entrepreneurship, Small Business and Public Policy

Entrepreneurship and Family Business Vitality

Starting, Developing, and Managing a Global Venture

Innovation and Entrepreneurship

*EntrepreneurshipThe Entrepreneur Types of Entrepreneurs Innovation and Entrepreneur Women Entrepreneur Rural Entrepreneurship Tourism Entrepreneurship Micro and Small Entreprises Entrepreneurship and Environment Culture Career and Competence Franchising and Entrepreneurship Entrepreneurial Team Social Entrepreneurship Problems of Entrepreneurship Index*

*The 2nd International Conference of Business, Accounting, and Economics (ICBAE) 2020 continued the agenda to bring together researcher, academics, experts and professionals in examining selected theme by applying multidisciplinary approaches. This conference is the second intentional conference held by Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto and it is a bi-annual agenda of this faculty. In 2020, this event will be held in 5-6 August at Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto. The theme of the 2nd ICBAE UMP 2020 is “Economics Strength, Entrepreneurship, and Hospitality for Infinite Creativity Towards Sustainable Development Goals (SDGs)”. It is expected that this event may offer contribution for both academics and practitioners to conduct researches related with Business, Accounting, and Economics*

Related Studies. Each contributed paper was refereed before being accepted for publication. The double-blind peer reviewed was used in the paper selection.

CORPORATE ENTREPRENEURSHIP & INNOVATION is a comprehensive, one-of-a-kind text for the emerging business arena of entrepreneurship and innovation. Built on years of research and experience, this unique text employs a clear and informative how-to approach and features sections and chapters organized according to a summary model of the corporate entrepreneurship process. A professional format and look make the text especially appealing and appropriate for sophisticated readers and experienced business professionals. This groundbreaking text fulfills a real business need, because many executives consider entrepreneurial behavior a key to sustaining their companies' competitive advantage, but few possess genuine knowledge of the subject or understand how to apply it. The Third Edition of CORPORATE ENTREPRENEURSHIP & INNOVATION provides detailed, actionable answers to the what, how, where, and who questions surrounding corporate entrepreneurship in today's dynamic business environment. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

ACCOUNTING: Text and Cases, 10/E is a 28 chapter book. Chapters 1-14 cover financial accounting, while Chapters 15-21 cover management accounting, and Chapters 22-28 focus on broader issues of control and corporate strategy. The approximately 120 cases that largely make up the end-of-chapter material are a combination of classic Harvard style cases, as well as extended problems. New to this edition is the inclusion of 2-3 problems per chapter. These problems, while not as involved as the case material, allow the students to exercise the concepts demonstrated in each chapter. The goal of the problem material is to provide a transition to the case material, which is a response to customer requests.

New Venture Creation

Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities

Driving High Performance & Effective Transformations in a Continuously Evolving Business Environment

Achieving Successful Business Outcomes

**It is now widely recognized that in regions like Africa, for economic and other reasons, the public sector has had to disengage and divest from many areas of the economy and allow private enterprise, especially scalable start-ups and new ventures, to enter and flourish if economic development and employment are to grow. There is, however, a training and education gap since entrepreneurship is rarely taught formally at African universities and, when it is, it is often approached from a Western perspective which may not be appropriate given that African environments are significantly different from most Western ones in terms of economic infrastructure and political considerations. This book allows readers to understand the African entrepreneurial context by guiding them through the principal stages in the life of a new venture, and offers approaches, both Western and indigenous, that can inform their entrepreneurial actions. It concludes by examining some specialized topics, including female, youth, and social entrepreneurship, as well as real estate and technology. Exercises throughout the book will enable readers to evaluate their motivations and preparedness for entrepreneurship and learn how to communicate a new venture's key features to potential stakeholders. By focusing on the distinctive features of entrepreneurship in the African context, and taking a conversational tone, this is an informative and practical text that will be useful for students of Global Entrepreneurship and Business as well as actual and prospective entrepreneurs in the private, non-profit, and public sectors.**

**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, 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.**

**Social entrepreneurship and social innovation both seek to improve the world through social change. Whereas social entrepreneurship revolves around the business side of change, social innovation focuses on the processes through which that change is generated. This textbook provides a comprehensive analysis of both topics, covering all the characteristics and elements of social innovation and social entrepreneurship, from a conceptual and practical perspective. The book has four sections: 1) Basics and concepts of Social Innovation and Social Entrepreneurship; 2) Business models and generation of value in social enterprises; 3) Social innovation within traditional companies, and 4) Definition and alignment of the impact of social innovation and entrepreneurship. Students and any practitioners that want to know about social innovation or social entrepreneurship will be exposed to contemporary topics in the field as well as a variety of cases and tools for its development. With its learning objectives, reflective questions, the definition of key concepts, and exercises, this book is the definitive text for advanced undergraduate and graduate courses in social innovation and social entrepreneurship.**

**Handbook of Research on Strategic Innovation Management for Improved Competitive Advantage**

**Entrepreneurial Marketing**

**Entrepreneurial Finance**

**Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company**

**Strategy, Planning, Risk Management, and Organization**

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.

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

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.

In some cases, technology-based projects have revolutionized the way of living by contributing to job and wealth creation. These types of ventures, regardless of their outstanding relevance, are the exception rather than the norm in that they account for only a very small percentage of entrepreneurial activity. Although not ignoring these important ventures, the main goal of this title is to fully unleash the wide potential of the entrepreneurial activity, exploring and highlighting the somewhat hidden part, which is ultimately responsible for the largest part of new businesses and, as a consequence, for the wellbeing of millions of people virtually everywhere. The Handbook of Research on Approaches to Alternative Entrepreneurship Opportunities is a collection of innovative research on the methods and applications of entrepreneurial activity beyond the traditional boundaries of entrepreneurship research. While highlighting topics including collective business, organizational performance, and generational differences, this book is ideally designed for entrepreneurs, developers, researchers, business managers, industry professionals, academicians, and students seeking to draw attention to distinctive and multifaceted types of entrepreneurship.

3rd Indo-German Conference on Sustainability in Engineering

Entrepreneurship & Management

Context and Perspectives

A Practical Managerial Approach

Evolution and revolution

**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.**

**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.**

**Fundamentals, Concepts, and Tools**

**Social Innovation and Social Entrepreneurship**

**Microenterprise Education and Economic Development**

**A Global Perspective**

**Taking Innovation to the Marketplace**