

Stokes Wilson Small Business Management And Entrepreneurship

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Small Business Management and Entrepreneurship - David R. Stokes 2006

This text explores the contexts, choices and strategies facing the small business venture, including coverage of planning a new venture. It contains pedagogical features that include case material to explore the same case situation from a number of different but interrelated angles and chapter-end real world case studies.

The Monk and the Riddle - Randy Komisar 2001

A book about how to make work pay and not just in cash, but in experience, satiation, and joy.

The Art of Re-enchantment - Nick Wilson 2014

Historically informed performance (HIP) has provoked heated debate amongst musicologists, performers and cultural sociologists. In *The Art of Re-enchantment: Making Early Music in the Modern Age*, author Nick Wilson answers many salient questions surrounding HIP through an in-depth analysis of the early music movement in Britain from the 1960s to the present day.

Small Business Management and Entrepreneurship - David Stokes 2006

Now in its 5th edition this comprehensive, practically focused and highly accessible text explores the contexts, choices and strategies facing the small business venture, including extensive coverage of planning a new venture. Pedagogical features developed in response to market feedback include running case material to explore the same case situation from a number of different but interrelated angles, annotated further reading, new chapter-end real world case studies, learning objectives and linked chapter summaries - providing a student- and lecturer-friendly learning environment. Students on modules such as Personal Development and Effectiveness, Study Skills, Management Skills, Business Skills, Business Communication, Business Awareness, Managing Oneself and Others at - for example - BABS/BABA, HND/HNC, DMS, MBA levels will all find this a hugely valuable text through study and working life.

Business Incubation - How to Manage the Know-how Transfer - Marco Thom 2011-11-23
Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Anglia Ruskin University (Lord Ashcroft Business Faculty), course: Entrepreneurship / Business Incubation, language: English, abstract: Entrepreneurial know-how is a critical issue for the success of an innovative business formation. It is the business incubator's mission to transfer the required know-how to the entrepreneur. This inductive study explores the practiced know-how transfer processes. The research methods are various and used in a mixed combination, by analysing secondary data of best practices, by the use of interviews with experts, and by a questionnaire survey with business incubators. The results show that the know-how transfer is mostly done in a long lasting resource consuming process due to the belief that the entrepreneur must be capable of facing all entrepreneurial challenges in a way that shows a high level of quality. The entrepreneur must have special abilities and skills in various fields. Besides profound technical and business managerial know-how, the entrepreneur must have many personal qualifications for the entrepreneurship as well as the ability to recognise opportunities and to make

decisions. Based on these findings the dissertation presents a conceptual framework of an efficient know-how management - the Next Practice Approach (NPA). The NPA designs the know-how transfer process with a clearly lower consumption of resources on the incubators' and entrepreneurs' side. The entrepreneur must acquire considerably less know-how and executes the business formation even faster and with a higher quality compared with the currently practiced processes.
Small Business Management in the 21st Century - David T. Cadden 201?

Cultural Entrepreneurship - Annette Naudin 2017-10-31

This book explores the lived experience of cultural entrepreneurship examining the challenges associated with cultural labour including the insecurities of managing precarious working conditions. Drawing on interviews conducted with cultural workers, Cultural Entrepreneurship focuses on how individuals articulate their experience of entrepreneurship in the cultural and creative industries. Noting the importance of place, the local cultural milieu is examined as a means of situating entrepreneurial practices through cultural and enterprise policies, local networks, and significant relationships. Within this framework, the cultural entrepreneurs' stories reveal means of subverting or re-interpreting identities and the possibility for 'rethinking cultural entrepreneurship.' Aimed at researchers, academics and students investigating cultural entrepreneurship, cultural policy and cultural labour, Cultural Entrepreneurship will additionally be of value to creative industry consultants, cultural policymakers, and those setting up creative enterprises. Researchers from fields such as geography, investigating different aspects of the cultural industries in relation to cultural policy and place, will also find this book to be a useful contribution.

Art Entrepreneurship - Mikael Scherdin 2011

This pioneering book explores the connections between art and artistic processes and entrepreneurship. The authors expertly identify several areas and issues where research on art and artistic processes can inform and develop the traditional field of entrepreneurship research.

Entrepreneurship - David Stokes 2010

A work from Cengage Learning on "Entrepreneurship".

Growth-Oriented Entrepreneurship - Alan S. Gutterman 2018-08-30

This book provides an extensive introduction to research on growth-oriented entrepreneurship, , /b> A number of different methods have been used to describe growth-oriented entrepreneurship; however, there is a consensus that there is a particularly desirable form of entrepreneurship that seeks to create and scale up businesses that will drive productivity growth, create new employment, increase innovation, promote business internationalization and achieve sustainable economic growth. Innovation is a condition of growth-oriented entrepreneurship that includes both the development and commercialization of new products and services and the development and implementation of new or improved processes that enhance productivity or reduce costs associated with manufacturing or distributing existing products. Innovation involves firms pursuing distinctive business strategies and doing new things in new ways to increase productivity, product

development, sales and profitability, including finding and developing new ways of identifying the needs of new and existing customers and making and marketing products that satisfy those needs. The goal of the launch phase for growth-oriented entrepreneurial ventures is to reach the point of scale up and common goals and activities associated with the launch phase include market disruption and penetration; gaining access to capital and markets and mentorship opportunities; organizational growth through management capacity, systems, resources (i.e., people, product and assets) management; embedding organizational culture; development of stakeholder relationships; monitoring and evaluation; and governance and reporting. This book provides an extensive introduction to research on growth-oriented entrepreneurship and continues with an assessment of attempts to create the appropriate framework conditions for growth-oriented entrepreneurship to flourish and sustain including financial support; government policies; government programs; education and training; research and development transfer; commercial and professional infrastructure; internal market openness; access to physical infrastructure; cultural and social norms; and protection of intellectual property rights. The final chapter looks at growth-oriented entrepreneurs in practice as they work to launch and growth emerging companies. This book is a unique compendium of research and analysis on a dynamic and important segment of entrepreneurship and will be useful to entrepreneurs, academics and policymakers.

Iranian Entrepreneurship - Shahamak Rezaei 2017-05-14

This book presents a comprehensive, state-of-the-art portrait of entrepreneurship and small business management issues in Iran, and among the Iranian Diaspora. The major contributions in this book address topics such as innovation, female entrepreneurship, social entrepreneurship, migrant entrepreneurship, corporate entrepreneurship, institutional support of entrepreneurial initiatives and more. This book is the outcome of an extensive research endeavor spanning several years and includes the latest contributions from highly respected authors and experts from Iran and beyond.

Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes - Ndubisi, Nelson Oly 2013-02-28

In order to increase the economic opportunities available, enterprise development plays a crucial role in the progression of socio-economic development for small and medium enterprises. *Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes* explores the process of enterprise development and its reconstruction of entrepreneurial identities, critical competencies as well as market turnaround for SMEs. This book aims to be a critical resource in the understanding of enterprise strategies adopted and lessons learned for management development. It is a successful resource for students, researchers and professionals interested in the growth SMEs.

Essentials of Entrepreneurship and Small Business Management - Thomas Zimmerer 2005

Introduces the processes of new venture creation and the critical knowledge needed to manage a business once it is formed. This text offers complete coverage and a practical hands-on approach to entrepreneurship. Supported by supplementary material for the lecturer and student in both a CD-Rom and companion website.

Entrepreneurship - Swedberg 2000

This study looks at the culture and role of the entrepreneur from a variety of disciplinary perspectives. These wide-ranging approaches include: the social science of entrepreneurship; entrepreneurship as innovation; and the question of whether managers can also be entrepreneurs.

Small Business Management - Justin Longenecker 2015-05-11

Help your students realize their dreams of small business success with *Small Business Management: Launching and Growing New Ventures, Sixth Canadian Edition*. This text incorporates current theory and practice relating to starting, managing, and growing small firms. With well-balanced coverage of critical small business issues, innovative tools, engaging examples, and integrated resource package, *Small Business Management* provides instructors with the necessary tools to support

the varied goals of those seeking independent business careers. Students appreciate the text's clear and concise writing style that makes business concepts understandable, and the real-world examples and hands-on activities that help them understand how to apply those concepts. The sixth Canadian edition is available with MindTap, a powerful online platform that provides a clear learning path that gets students thinking like entrepreneurs.

The SAGE Handbook of Small Business and Entrepreneurship - Robert Blackburn 2017-04-30

The SAGE Handbook of Small Business and Entrepreneurship offers state-of-the-art chapters on all aspects of this rapidly-evolving discipline. Original contributions from the best international scholars map the development of Entrepreneurship as an academic field, explore its key current debates and research methods, and also consider its future directions. Part One: The People and the Entrepreneurial Processes Part Two: Entrepreneurship and Small Business Management and Organization Part Three: Entrepreneurial Milieu Part Four: Researching Small Business Entrepreneurship This handbook will be the leading reference book for Entrepreneurship academics and researchers, as well as those from other associated disciplines including business and management, psychology, marketing, sociology and anthropology.

Entrepreneurship - Sílvia Manuel Brito 2018-04-04

Entrepreneurship is a powerful attitude that, in such a way, in the last few years, has become a discipline increasingly transversal to different areas of knowledge. Many times, we think about the things we want such as a good house, a brand new car, a beautiful relationship, a good friendship, and a good way to be in the world. Is that possible that you convert into an entrepreneur? This book shows some examples of that possibility, from simple people to a big organization. In all cases, if you become an entrepreneur, it will be for your taste and pleasure, a means to survive and enjoy the uncertainty, and rejoice that you have all these in your hands and will. Can you find out the trends and overcome the challenges? We would say yes. It all depends on whether you want to develop and apply this attitude.

SMALL BUSINESS MANAGEMENT & ENTREPRENEUR - DAVID STOKES 2021-03-13

Entrepreneurial Marketing - Zubin Sethna 2013-07-05

Entrepreneurial Marketing

Personality Traits of Entrepreneurs - Sari Pekkala Kerr 2018-07-04

Collects and organizes the latest findings on the prevalence of various personality traits among the entrepreneurial population and their impact on venture performance covering academic work ranging from economics to psychology to management studies.

The Entrepreneurial Personality - Elizabeth Chell 2008-05-09

Is there such a thing as an 'entrepreneurial personality'? What makes someone an entrepreneur is a question that has intrigued the lay person and the scholar for many years, but can such a personality be identified or is it simply a socially constructed phenomenon? Elizabeth Chell pursues an alternative line of argument: to show that the entrepreneurial personality is, on the one hand, socially constructed, but on the other hand, presents consistency in behaviours, skills and competencies. This second edition of the highly acclaimed *The Entrepreneurial Personality* revisits the topic and updates the evidence from a multi-disciplinary perspective. The book carefully weaves together the arguments and views from economists, sociologists and psychologists in order to develop a strong conceptual foundation. It discusses the inferences that these experts have made about the nature of entrepreneurs and the entrepreneurial process, and explores whether such evidence has enabled psychometricians to develop robust instruments for assessing the characteristics of entrepreneurs. The evidence for a range of purported traits is reviewed and the models and research designs of interested social scientists are explained and evaluated. Throughout, Chell laces her argument richly with a set of cases derived from primary and secondary sources. This book presents a timely set of views on the entrepreneurial personality, and will be of great

interest to academics in the fields of entrepreneurship, economics, management, applied psychology and sociology. This accessible text will also appeal to the interested general reader, as well as practitioners and consultants dealing with entrepreneurs in the field.

Transnational Entrepreneurship - Mathew J. Manimala 2019-06-26

This edited volume develops an understanding of the strategies, processes, issues and concerns involved when small and medium-sized enterprises (SMEs) go international with their local products/services and vice versa. It is a compendium of eighteen selected chapters on the subject, supported by an introductory chapter. The contributions are organized in four parts based on the sub-themes they deal with. The first part, containing the introductory chapter, provides different perspectives on transnational entrepreneurship, returnee entrepreneurship and their linkages with the internationalization process. The subsequent parts have chapters dealing with three sub-themes of the subject - the internal factors (individual and firm-level resources), the external factors (entrepreneurial ecosystem), and the process of organizational transformation and change, respectively, in the context of SME internationalization. Special issues and challenges being faced by SME entrepreneurs in emerging economies have been highlighted in this book, discussing key contemporary issues with regard to internationalization in the three dimensions outlined above. Further, the book explains how an entrepreneur can engineer the transformation of his/her organization into an international SME. This book is a very useful resource for entrepreneurs and policy-makers in general, and for academics and researchers in particular, as it provides an overview of the contemporary research in the critical areas of SME internationalization and transnational entrepreneurship by highlighting the linkages between them with special reference to emerging economies.

Lovemarks - Kevin Roberts 2005-12-01

"Ideas move mountains, especially in turbulent times. Lovemarks is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. What's needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book Lovemarks." -Tom Peters Tom Peters, one of the most influential business thinkers of all time, described the first edition of Lovemarks: the future beyond brands as "brilliant." He also announced it as the "Best Business Book" published in the first five years of this century. Now translated into fourteen languages, with more than 150,000 copies in print, Lovemarks is back in a revised edition featuring a new chapter on the peculiarly human experience of shopping. The new chapter, "Diamonds in the Mine," is an insightful collection of ideas for producers and consumers, for owners of small stores and operators of superstores. So forget making lists! Shopping, says Kevin Roberts, is an emotional event. With this as a starting point, he looks at the history of shopping and how it has changed so dramatically over the last ten years. Using the Lovemark elements of Mystery, Sensuality, and Intimacy, Roberts delves into the secrets of success that can be used to create the ultimate shopping experience.

Small Business Management - Timothy S. Hatten 2018-11-29

Now with SAGE Publishing, Timothy S. Hatten's Seventh Edition of Small Business Management equips students with the tools they need to navigate the important financial, legal, marketing, managerial, and operational decisions to help them create and maintain a sustainable competitive advantage in small business. Strong emphasis is placed on application with Experiential Learning Activities and application of technology and social media throughout. New cases, real-world examples, and illuminating features spotlight the diverse, innovative contributions of small business owners to the economy. Whether students dream of launching a new venture, purchasing a franchise, managing a lifestyle business, or joining the family company, they will learn important best practices for competing in the modern business world. This title is accompanied by a complete teaching and

learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Learn more. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample video on advice for new business owners. LMS Cartridge Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

Entrepreneurial Finance - M. J. Alhabeeb 2014-12-16

Featuring key topics within finance, small business management, and entrepreneurship to develop and maintain prosperous business ventures With a comprehensive and organized approach to fundamental financial theories, tools, and management techniques, Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business equips readers with the necessary fundamental knowledge and advanced skills to succeed in small firm and business settings. With a unique combination of topics from finance, small business management, and entrepreneurship, the book prepares readers for the challenges of today's economy. Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business begins with key concepts of small business management and entrepreneurship, including management tools and techniques needed to establish, run, and lead business ventures. The book then delves into how small businesses are operated, managed, and controlled. General finance skills and methods are integrated throughout, and the book also features: Numerous practical examples and scenarios that provide a real-world perspective on entrepreneurship and small business management A brief summary, list of key concepts, and ten discussion questions at the end of each chapter to prepare readers for the challenges of today's economy A practical guide to the complete life of a small business, from establishing a new venture to training and developing young entrepreneurs tasked with maintaining and developing a prosperous economy An in-depth discussion of the entire process of writing a successful business plan, including the rationale, significance, and requirements Techniques needed to solidify the free enterprise tradition, develop entrepreneurial strategies, and grow small businesses Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business is an ideal textbook for upper-undergraduate and first-year graduate courses in entrepreneurial finance within business, economics, management science, and public administration departments. The book is also useful for MBA-level courses as well as for business and management PhD majors as a resource in methodology. The book is also an idea reference for entrepreneurs, business managers, market analysts, and decision makers who require information about the theoretical and quantitative aspects of entrepreneurial finance.

Entrepreneurship in the Balkans - Veland Ramadani 2013-05-13

This book represents a comprehensive state-of-the-art picture of entrepreneurship and small business management issues in the Balkans region. It provides major theoretical and empirical evidence that offers a brighter view of these fields and aims to open up opportunities for greater dialogue in public policy. The readers would be able to enhance their knowledge on small businesses and innovation issues in the Balkans. An outcome of a long lasting endeavour, this book includes contributions of highly reputed authors and experts from the Balkans' countries. Features forewords by two well-known personalities of this field, Leo Paul Dana and Alain Fayolle.

Entrepreneurship - Heidi M. Neck 2016-11-30

From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, Chris Neck, an award-winning professor, and Emma Murray, business consultant and author, comes this ground-breaking new text. Entrepreneurship: The

Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.

Small Business Management - Timothy S. Hatten 2005-04

Hatten provides a balanced introduction to both entrepreneurship and small business management before turning his focus toward achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text, and the Third Edition features an increased emphasis on small business ownership by women and minority groups. Additional coverage is given to the new Small Business Administration size standards, creating a personalized business plan, and e-commerce. New! A full chapter is devoted to creating a business plan. Two complete plans written by undergraduate students appear in the text—one designed for a service business, the other for a retail establishment. Electronic Business Plan Templates are also available online. New! "What Would You Do" exercises provide realistic opportunities for students to think critically and realistically. New! "Profile in Entrepreneurship" boxes spotlight individuals who've created new products and businesses. New! Eduspace course management system. New! Coverage of small business ownership by women and minority groups has been increased throughout the text. New! End of chapter questions ("Comprehension Checks") have been added to each chapter. Author created supplements including the Instructors Resource Manual, Test Bank and PowerPoint slides, ensure seamless integration of the text and teaching resources. A shorter length accommodates one semester courses without sacrificing important topics.

Integrating Innovation - Göran Roos 2015-05-06

South Australia is a small economy that faces a fundamental need to re-shape its approach to innovation. The manufacturing sector, as the backbone of the state's economy, has and will continue to change in its nature and form. This necessitates a re-think about how innovation happens and how the respective actors within an economy interact and engage with each other. In effect, innovation relies on intersections between people, knowledge, information sharing, ideas, financial and other resources. Innovation happens through regional social and economic system dynamics; innovation relies on a system view of entrepreneurship. Entrepreneurship can be taken as a study of the entrepreneur and new business creation. However, this conception of entrepreneurship misses the critical link to economic outcomes; the ebb and flow of social and economic fortunes that are underpinned by the actions, reactions and engagement of individuals in a specific social and economic system that brings about innovation and change. In this book the authors are exploring how the linkages within the system can be conceptualised and made transparent.

Entrepreneurship in the Creative Industries - C. Henry 2007

The book is like a delicious smörgåsbord with a variety of contributions within creative industries research. David Rylander, Papers in Regional Science This book positions itself with an international approach and with a focus on entrepreneurship. My perception is that this will be read with major interest by policymakers around the world, who right now consider how to form strategies and construct policies to support their own creative industries. . . The book raises interesting aspects of creative industries in comparison to more traditional industries. . . Charlotta Mellander, International Small Business Journal This collection of papers adds some new dimensions to the current creative entrepreneurship research agenda. It highlights the valuable economic and social contribution of the sector but also encourages policymakers, educators and

trainers to continue to evaluate the critical role they play in the creative enterprise development process. Culturelink . . . a delight to read. The book is novel and covers an important area of entrepreneurship that is definitely worthy of more attention. The book is useful to practitioners in the creative industries field that want to learn more about the international importance of the sector and also to academics who conduct research in the area. Vanessa Ratten, Journal of Enterprising Communities There is increasing conversation about this industry at conferences around the world. This book would be helpful in putting definitional boundaries around the topic and bringing together the latest research on the topic. It has an automatic international scope, has an interesting selection of subtopics including gender, trends, and economic contributions and is cleverly organized. Patricia G. Greene, Babson College, US The creative industries represent a vital, exciting and rapidly changing field of activity; one that is now recognised as a key growth sector in the knowledge-based economy. However, there is still a general lack of understanding of what is meant by the term creative industry, and the creative sector has not, to date, been the subject of concerted academic research. This book redresses the balance by providing valuable insights into the creative entrepreneurial process and platforming some of the key challenges yet to be addressed. A range of pertinent and diverse topics relating to creative entrepreneurship are dealt with, including the different quantitative and qualitative methodologies adopted by researchers in this field. In addition, the nature of creative entrepreneurship across different industry sub-sectors and in different economic and geographical contexts is examined. Illustrating the valuable economic and social contribution of the creative industries sector, Entrepreneurship in the Creative Industries aims to encourage policymakers, educators and trainers to continue to evaluate their critical role in the creative enterprise development process. Students and researchers in entrepreneurship and creative industries fields will also find the book to be an illuminating read.

Entrepreneurial Marketing for SMEs - Luca Cacciolatti 2015-10-26

Entrepreneurial Marketing for SMEs contextualizes the practice of marketing amongst SMEs, and critically discusses major issues of Entrepreneurial Marketing with a relevant and up-to-date academic body of knowledge.

Entrepreneurship, Innovation and Business Clusters - Panos G. Piperopoulos 2016-04-29

In Entrepreneurship, Innovation and Business Clusters, Panos Piperopoulos provides a comprehensive introduction to what entrepreneurship is all about, how and why entrepreneurs innovate and how innovation systems operate. Small and medium enterprises (SMEs) constitute the backbone of most economies, so the author examines their characteristics and the crucial role played by the owners and entrepreneurs who innovate to ensure the survival and continued growth of their firms. He also includes the particular phenomena that arise where the entrepreneurs are either female or from ethnic groups, or where the context is that of a developing region or country. The importance of co-operative strategic alliances and networks between firms is discussed, along with how these strengthen SMEs' competitiveness. The concept of open innovation has been proposed as a new paradigm for the management of innovation and the author presents a hypothetical model for enhancing the competitiveness and performance of SMEs by properly utilizing employees' creative potential, emotional intelligence, tacit knowledge and innovative ideas. The contemporary model of business clusters, involving partnerships with competitors, agents, universities, research centres and local, regional and national governments is discussed. The ways, means and methods through which SMEs' competitiveness and innovation can be enhanced within business clusters is illustrated by cases that identify four types of SMEs, that behave differently and play different roles in the networks and clusters of which they form a part, but all of whose performance and competitiveness is a function of their position and role in the wider scheme of things.

If Not for Profit, for What? - Dennis R. Young 1983

The Theory and Practice of Entrepreneurship - David Smallbone 2010-01-01

This timely book provides a fresh perspective on contemporary research in the field of entrepreneurship and small business, considering both theory and application.

Entrepreneurial Marketing - Robert D. Hisrich 2018-10-26

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.

Sustainable Entrepreneurship - Alan S. Gutterman 2018-08-30

This book traces the foundations for sustainable entrepreneurship, beginning with sustainability, ecopreneurship, and social entrepreneurship. Sustainability has become a multidimensional concept that extends beyond environmental protection to economic development and social equity-in other words, entrepreneurship guided and measured by the three pillars of the triple bottom line. Sustainable entrepreneurship is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce, their families, the local and global community, as well as future generations. The text continues with a review of the basic principles of sustainable entrepreneurship and how entrepreneurs can integrate sustainability into their business models. This book will be an invaluable resource for entrepreneurs looking to build a new venture based on the principles of sustainability from the outset. In addition, it can be used by academics teaching sustainable entrepreneurship, a topic of surging interest to students, and by professionals working with sustainable businesses.

Handbook of Research on Value Creation for Small and Micro Social Enterprises - Maher, Chi 2018-12-07

In the corporate world, businesses are focused on increasing their revenues but ignore the cries of social and environmental concerns from nearby communities. At the other end of the spectrum, nonprofits seek to help their local communities but are constantly required to create fundraisers without having adequate time to put those collected donations to use. The world needs an industry to combine civic engagement and public service with wealth and value creation to provide self-sustaining opportunities for public services that are sometimes overlooked or ignored. The *Handbook of Research on Value Creation for Small and Micro Social Enterprises* defines the concept of social enterprise and provides vital insight into the importance of rebalancing, creating, and promoting economic activities that achieve social fairness, cultural fulfillment, and the protection of the environment. While highlighting topics such as marketing strategies, cross-cultural frameworks, and public policy, this publication focuses on empowering rather than controlling sustainable solutions for various communities and consumers. This book is ideally designed for researchers, policymakers, academicians who teach and/or research small and micro social enterprises, and advanced-level students furthering their research exposure to pertinent topics in this field.

Entrepreneurial Failure - Dean A. Shepherd 2013

Entrepreneurs act in environments of great risk and high uncertainty, and as a result, failure is a common occurrence. For this volume, Professor Shepherd has made a judicious selection of published articles, which explore the antecedents to and potential outcomes of entrepreneurial failure. By understanding these causes and consequences, entrepreneurs may become better able to manage failure, to reduce its costs and to capitalize on its benefits. With an insightful original introduction by the editor, the book provides an authoritative guide to current scholarly debate in this topical area and lays a foundation for future study.

Sustainable Entrepreneurship - Christina Weidinger 2013-08-13

Sustainable Entrepreneurship stands for a business driven concept of sustainability which focusses on increasing both social as well as business value - so called Shared Value. This book shows why and how this unique concept has the potential to become the most recognised strategic management approach in our times. It aims to point out the opportunities that arise from putting sustainable entrepreneurship into practice. At the same time, this book is a wake-up call for all those companies and decision makers who underestimated Sustainable Entrepreneurship before or who are simply not aware of its greater dimension. Well structured chapters from different academic and business perspectives clearly outline how Sustainable Entrepreneurship contributes to solving the world's most challenging problems, such as Climate Change, Finance Crisis and Political Uncertainty, as well as to ensuring business success. The book provides a framework of orientation where the journey might go: What can a successful concept of SE look like? What are the key drivers for its realisation? What is the role of business in shaping the future of our society? The book also presents best practices and provides unique learnings as well as business insights from the international Sustainable Entrepreneurship Award (www.se-award.org). The Sustainable Entrepreneurship Award (short SEA) is an award for companies today who are thinking about tomorrow by making sustainable business practices an integral part of their corporate culture. Companies that receive the SEA are being recognised for the vision they have shown in combining economic and sustainable responsibility.

Portfolio Entrepreneurship in Slovakia - Empirical analysis of small and medium sized enterprises - Branislav Zurik 2013-01-28

Diploma Thesis from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: 2, University of Linz (Institut für Unternehmensgründung & Unternehmensentwicklung), language: English, abstract: Entrepreneurial research turned to focus on the business man or women, to analyze these individuals in more detail. Many entrepreneurial research directions developed since that time. One of those concentrates on the group of entrepreneurs, whose main characteristic is to own and lead two and more business simultaneously. As a consequence, this diploma thesis main goal is to study this valuable group of entrepreneurs. The outcomes of this analysis come up with certain attributes describing the group of portfolio entrepreneurs. This is important for certain reasons. The group of portfolio owners distinguishes itself from other groups of entrepreneurs above all in the way of doing business, the motivation to lead this business and many others attributes. This will answer many questions about the phenomenon portfolio entrepreneur, from the theoretical research as well as the empirical viewpoint. This study encompasses a set of interviews with real portfolio entrepreneurs with the sample of ten individuals. It delivers new insights about the personality and abilities, capabilities, skills and traits of portfolio entrepreneurs. Thus delivers a special significance for the development of portfolio entrepreneurship, which is derived from the entrepreneurship research. Furthermore this diploma thesis represents a kind of forerunner in this research area for the Slovak Republic as no comparable research done on this theme could be researched during the conducting of the analysis. The reader will have the chance to find out valuable information about the state of the art literature contributed by other authors in the theoretical part of this thesis. This literature research has been developed from English speaking literature and is notified at the end of the diploma thesis, what makes it

affordable for subsequent studies. Subsequently, the results of this study, which has been built on the grounds of extensive literature review, will be presented in the results part. These results have been obtained by a series of in-depth

interviews with researched successful portfolio entrepreneurs. In consequence the results come up with new, until now not researched results presented in a very user friendly kind, enriched by citations of portfolio entrepreneurs, expressed during the in-depth interview.