

Irish Case Studies In Entrepreneurship Paperback

Creativity and Innovation in Entrepreneurship Fundamentals of Entrepreneurship Entrepreneurship Development Narrative and Discursive Approaches in Entrepreneurship Desipreneur 0.08 Principles of Entrepreneurship New Movements in Academic Entrepreneurship The Girl's Guide to Starting Your Own Business (Revised Edition) FUNDAMENTALS OF ENTREPRENEURSHIP, REVISED EDITION The Little Book of Business Wisdom Entrepreneurship: Start Business With No Money No Risk No Failure The Road to Entrepreneurship Young people, entrepreneurship and non-formal learning: A work in progress Academy of Management Annual Meeting Extraordinary Entrepreneurship The Heart of Entrepreneurship (hardcover) Harvard Business School ... Catalog of Teaching Materials Entrepreneurship As Social Change Entrepreneurship Essentials Harvard Business School Bulletin S S Khanka H. NANDAN S. Anil Kumar Chris Steyaert Santhosh Muruganantham Daniel Corrales Eriksson, Päivi Caitlin Friedman MOHANTY, SANGRAM KESHARI Peter Krass Philippe Massol Kingstone P. Ngwira Maria-Carmen Pantea Academy of Management Stephen C. Harper Samantha Riley Chris Steyaert Robert Stevens

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creativity and innovation as hallmarks of entrepreneurship have been recognized as the modern day mantra for success in business and industry it is with this realization the government of india by announcing a number of policies and schemes has been giving ever increasing emphasis on developing creativity and innovation in entrepreneurship in the country so much so an increasing number of educational institutions in the country have started offering the paper on creativity and innovation in entrepreneurship in their course curricula because creativity and innovation in entrepreneurship as a subject is relative of recent origin in india there has so far not been any comprehensive textbook available on the subject in the

indian context the present book is a modest attempt to fill in this gap

the new edition of this compact text continues to serve as an essential guide to students and entrepreneurs for establishing a new venture the book shows the reader in an easy to understand style how to mobilize resources how to tap market opportunities how to conduct feasibility studies and how to promote new ventures besides the book discusses in detail the various techniques of product and process development and the method of product pricing the book is intended primarily as a text for undergraduate students of commerce and undergraduate and postgraduate students of management it would equally be useful for students pursuing diploma courses in entrepreneurial development in addition the book should prove extremely valuable and handy to anyone who wishes to launch his career as an entrepreneur new to this edition one exclusive chapter chapter 10 on business location and its importance new sections added in chapter 1 salient features provides study questions at the end of each chapter gives in appendices detailed information on venture capital funds offices of small industries services institute sisi as well as patent offices trademark offices etc in various states acquaints the reader with global organizations e g world trade organization wto and world intellectual property organization wipo

this book presents a lucid treatment of a wide range of issues involved in the development of entrepreneurship it presents an insight into the identification of business opportunities creating a venture and financing and managing it the book further explains the choice of technology and equipment man machine and materials management pert and cpm and quality assurance the book highlights the various legal provisions relevant to entrepreneurship and concludes with a chapter on social responsibility and business ethics with its wide coverage and step by step approach the book would serve as an ideal text for various undergraduate courses on the subject including b com b a and b sc vocational bio technology bbm mba and to the entrepreneurs

the four books comprising the series would certainly be a valuable addition to any entrepreneurship library however each book also stands alone as an individual purchase lorraine warren international journal of entrepreneurial behaviour and research the book delivers what it promises a map of the uses of narrative methods in entrepreneurship studies it is both an interesting contribution to the field and an important methodological handbook for all entrepreneurship researchers who are thinking of adopting qualitative methods in their inquiries however it may also be read with advantage by other researchers using ethnography as their main methodological approach to social studies the aim of the book is to show how narratives can enrich entrepreneurship studies a goal that in my opinion is aptly fulfilled monika kostera scandinavian journal of management the contributors in this text breathe fresh and imaginative linguistic resources and narrative discursive frames of reference into the inquiry of entrepreneurial activities the anecdote the narrative the metaphorical the discursive and the dramaturgical are significant therefore not only because they bring to the surface voices emotions processes and the relationality of everyday entrepreneurial activity that have possibly been previously silenced but also to paraphrase steyaert these approaches highlight the controversial and interactive aspects of the research process the text is welcome because it treats narrative in a serious and scholarly way denise fletcher international small business journal in their edited book narrative and discursive approaches

in entrepreneurship daniel hjorth and chris steyaert provide a fascinating glimpse into a perspective on entrepreneurship that will be enlightening for many readers entrepreneurship authors typically talk about theory methods and data as if a straight forward linear process united them all and making sense of entrepreneurship was simply a matter of knowing how to interpret one s findings by contrast the authors in this volume propose narrative and discursive approaches in which the contributing authors emphasize rich description reflexive conceptualization and interpretations offered as part of the story itself they draw upon an international set of cases including russia sweden denmark norway venezuela and north america the cases themselves make for fascinating reading quite apart from what we learn about the difficulties of imposing a particular interpretation on a given story for example taxi drivers in caracas management consultants in denmark and women entrepreneurs in northern norway all make for fascinating narratives from which to understand the entrepreneurial process unlike many edited books which have no plot the editors have included opening and closing sections that link the chapters offer alternative readings of them and propose new and expansive ways of thinking about entrepreneurship howard aldrich university of north carolina at chapel hill us daniel hjorth and chris steyaert set out to advance the study of entrepreneurship by refocusing the lens of discovery from economics management and marketing to other paradigmatic stances in social sciences and humanities like anthropology and literary studies the result is a provocative collection of chapters that inspire the reader to consider and explore new ideas and research practice that incorporate both the context and place of entrepreneurship from the perceptive insights of the editors to the rigorous and provocative discourse of the chapters and thoughtful responses in the conclusion emerges a story in the best of storytelling tradition about how a linguistic turn can rouse new insights the editors ask how do these texts move you they entice provoke challenge stimulate and guide their implications should be far reaching and required reading for any student of t

i assume the reason you picked up this book is because you are bit by the bug one day i will start my own business the entrepreneurship bug well welcome to the club i was bit by the bug too a long while ago pretty much during my college days when i wanted to read about how to start a business all of them were about huge successful multi billion dollar businesses the googles apples and microsofts of the world these books were pretty high level for a newbie like me i felt kind of like a first grade student reading engineering textbooks i wanted a book that will help me get to the second step i found out that there s not much literature in that space and so i wanted to write a book that would benefit its readers

this book is a quick read but powerful and packed with valuable lessons from an entrepreneur who earned an mba from the forbes school of business he has launched several businesses while advising and consulting for big companies like adtalem global education private and public companies non profits churches and senior military leaders many business self help and entrepreneurship books will explain how to start a business things you need to do or at best a self assessment to see if you would make a good entrepreneur this book transcends the typical clich pep talk and gives you eight principles that will guide you through the myriad of dynamic situations that you and all entrepreneurs will face are you serious about being an entrepreneur this very simple clear and to the point reference will help mold you into the entrepreneur you want to become the author wrote this book just the way he talks so don t expect a lot of fancy big words lots of research and statistics or boring theories this distilled expose of the author s mind

spills the secrets of an entrepreneur who has advised senior military advisers business owners religious leaders non profits start ups and much more in a short book that gets straight to the point don t overlook the value of the information in this short book learn the principles love them live them and watch them change you into a fast paced creative smart and extremely confident entrepreneur

focusing on academic entrepreneurship in the university context the authors explore how researchers teachers students academic managers and administrators make sense of entrepreneurship and of the paradoxes and contradictions involved the book investigates how these diverse entrepreneurial actors and their stakeholders interpret and analyse entrepreneurial activities within the university ecosystem

geared toward the unique challenges faced by self employed businesswomen and updated for the social media driven post financial crisis world the girl s guide to starting your own business offers solutions and advice for handling a range of issues including how to write a business plan how to secure funding and how to hire and fire employees caitlin friedman and kimberly yorio share practical information drawn from their own extensive experience in the public relations marketing and consulting fields their concise and engaging advice is explained through entertaining tips lists and quizzes that speak directly to women who are dreaming of starting or have already started their own businesses

designed primarily as a textbook for undergraduate students of commerce this accessible and easy to read text gives a clear exposition of the theory and practice of entrepreneurship it exposes the readers to the entrepreneurial culture and industrial growth in india the intricate theories involved in entrepreneurship are explained in a step by step manner supported by a large number of tables and figures the thorough discussion on promotion of venture and raising of funds is aimed at enabling the potential entrepreneurs to set up and successfully manage their own small business units separate chapters on women entrepreneurship and rural entrepreneurship make this text a class apart besides undergraduate students of commerce students of management and edp trainers will also find this text extremely useful above all all those who are interested in and enthusiastic about setting up their own small units will find the book quite handy

pearls from the little book of business wisdom the man who starts out simply with the idea of getting rich won t succeed you must have a larger ambition john d rockefeller think about the customer not the competition competitors represent your industry s past as over the years collective habits become ingrained customers are your future representing new opportunities ideas and avenues for growth michael s dell you ve got to be out in front of crowds repeating yourself over and over again never changing your message no matter how much it bores you jack welch always break orders to save owners there never was a great character who did not sometimes smash the routine regulations and make new ones for himself andrew carnegie don t speak up at a meeting until you have something meaningful to contribute talking to attract attention may call attention to your blank spots jo foxworth make em feel guilty when they do nothing one thing i can t stand is people who don t act on a situation i d rather that people make mistakes than sit around and not do something dave thomas

warning read carefully to the end before buying this book you can only be skeptical with a title like that and yet twenty seven super entrepreneurs went out on their own with no money no money and developed businesses worth over 500 million their way of running a business is completely different from the way taught in business schools the purpose of this book is to explain their logic entrepreneurship and the creation of a business is the wish of many few people take the step for the wrong reasons i don t have a good idea i don t have enough money i don t have the skills i know nothing about management entrepreneurship is risky this book aims to give you the knowledge you need to succeed it deals only with topics that can help you find a market and make money it does not deal with accounting law or finance warning important remark before buying this book is meant to help you not to make literature the author is not a native english speaker if you are looking for a perfect english written book do not buy this book buy only if only the result matters to you and you want to learn how to earn money without taking risks and with little money

this book is so timely to read and is a must read book for entrepreneurs corporate managers and those that are trusted to manage the state the book presents superior strategies and if you dedicate yourself to applying them you will become wealth and if you make this book part of your life it will make you rich i have made these statements with confidence because the book has proven and tested principles the purpose of this book is exciting each of the three levels that form the economy to look at the role of entrepreneurship as a significant in wealth creation thus why entrepreneurs should be perceived as angels of economic growth and this book brings to them the material they need to launch and manage business successfully in the hotly competitive environment of twenty first century the field of entrepreneurship is experiencing incredible rates of growth not only in developing countries but across the world as well people of all backgrounds ages and stations of life are launching businesses of their own and in the process are reshaping the global economy through entrepreneurship at individual business and state levels entrepreneurs willing to assume the risks of the market to gain its rewards are the heart of capitalism these men and women with their bold entrepreneurial spirits will lead nations into wealth and prosperity throughout history since economy is composed of individual business firm and state level entrepreneurship embraced at all these levels is significant force throughout nations in every case it is the entrepreneurs creating businesses that lead to nations out of jungles of economic oppression to higher standards of living and hope for the future topics include 1 understanding entrepreneurship 2 venture growth 3 corporate entrepreneurship 4 the role of entrepreneurship in an economy 5 creation of wealth through entrepreneurship 6 managing within the dynamic and complex environment taking risks and making profits 7 legal environment of business

the book was published by salto youth participation a resource centre of the european commission it looks into the relationship between youth work non formal learning and entrepreneurship the book explores the theoretical developments in the field the ethical dilemmas and tensions and proposes practice oriented information illustrative examples strategies for action and methods of non formal education structured in 24 chapters the book is an opportunity to open up debates and questions linking the professional communities working with young people or on their behalf

the 21st century brings all new rules entrepreneurs are challenging conventional wisdom and thinking outside the box one of the first challenges

involves challenging the assumption that a business has to be big to be successful while most of the 20th century heralded big businesses it is clear that businesses no longer have to be big to do big business now it is possible for a handful of people to operate a global business from virtually any place on the planet today the keyboard has overtaken the boardroom financial markets alliances and joint ventures have eliminated the need for entrepreneurs to put up substantial capital investments today s businesses are driven by ideas innovation and execution this book will show entrepreneurs and business leaders will provide ceos and entrepreneurs with the tools that they will need to become leaders in their market

a reflective and scholarly work that presents exciting and challenging views to mainstream entrepreneurship the four books comprising the series would certainly be a valuable addition to any entrepreneurship library however each book also stands alone as an individual purchase lorraine warren international journal of entrepreneurial behaviour and research the narrative and flow of the book is superb and very interesting to read the book is well edited and thought provoking which makes it an interesting read vanessa ratten journal of enterprising communities people and places in the global economy this book the third in the movements in entrepreneurship series examines entrepreneurship as a societal phenomenon it provides an in depth study of the social aspects of entrepreneurship illustrating how entrepreneurship affects society the need to move beyond economy to disclose entrepreneurship in its societal forms is demonstrated as is the relevance of our understanding of entrepreneurship as a societal phenomenon the contributors show that entrepreneurship is a society creating force and as such it evokes new questions for entrepreneurship research and attempts to engage with new theoretical formulations they begin with discussions on early schumpeter and a rhetorical analysis of the current academic literature on social entrepreneurship they go on to present myriad contextual examples of how entrepreneurship can shape social change and indicate how this is initiated through various social settings relationships and communities through rich empirical work this book explores the social of social entrepreneurship and in doing so shows us how entrepreneurship is at home where society is created as such it will prove a fascinating read for academics researchers and students with an interest in entrepreneurship sociology and economic sociology

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