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understand the latest global developments in small business management and entrepreneurship with this new edition of the market leading textbook by david stokes and nick wilson starting with the broader socio economic role of small business the proven author team walk you through the key stages of creating and managing small businesses to show you how value is generated within a diverse range of enterprise settings from how to plan a business through franchising small business marketing and on to exits and realizing value stokes wilson is also supported by a host of online resources accessible at cengage.co.uk/stokeswilson to provide the complete introduction for modern courses

this second volume of entrepreneurship in ireland discusses the issues faced by entrepreneurs in the context of actual companies among the companies profiled are monaghan mushrooms noel c duggan riverdance woodlands house hotel and supermac s

there is a widespread growth of policies to encourage the development of new enterprises and entrepreneurship however there have been relatively few studies on the relationship between these policies and local economic development this book fills that gap it covers three thematic areas strategy finance and programmed design makes recommendations to help the design of entrepreneurship programmes and describes the research that should be undertaken to improve the understanding of key policy issues

a work from cengage learning on entrepreneurship

why do some members of the u s house of representatives become legislative entrepreneurs

this book explores the dynamics of entrepreneurship initiated by women and it assesses the role of technology in sustaining the same the case studies are sourced from various countries such as the us india singapore the uk the middle east slovenia and chile these cases give

insight into the socio economic contexts and how in given industry scenarios these initiatives were successful women technology and entrepreneurship takes the reader through the trials tribulations and successes of women entrepreneurs in diverse sectors which have leveraged technology to achieve their goals the cases have strong conceptual underpinnings of management theory enmeshed into them they also include environmental and governmental support networks the exploration of ideas behind the creation of a business supporting institutions and firms key obstacles encountered and how these were resolved the current state of business and future growth scenarios the strong management underpinning makes this book a valuable resource both for entrepreneurs managers and academics

in the context of chittoor district andhra pradesh

americans today recognize and celebrate leadership genius in the management of private companies at the same time the american public remains deeply skeptical of government s ability to address real economic and social challenges the contributors to this timely and important volume increase our understanding of the potential incentives for and barriers to creative problem solving in the public sector drawing on case studies of state and local government as well as theoretical literature on private sector management these scholars reveal both the problems and the possibilities in governmental decision making

rapid and controversial the spread of school choice initiatives across the united states has radically changed political debate about public education in this volume michael mintrom explores the complex world of open enrollment policies charter schools and voucher plans to reveal how and why school choice has become a major issue policy change originates in this comprehensive treatment of the concept of policy entrepreneurship he draws important conclusions about how innovative individuals can spur significant change in the policy arena blending theory with investigation mintrom explains how energetic people made school choice a real choice

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