

Entrepreneurship Hisrich Peters Shepherd Chapter

Entrepreneurship Hisrich Peters Shepherd Chapter entrepreneurship hisrich peters shepherd chapter is a comprehensive exploration of one of the most foundational texts in the field of entrepreneurial studies. This chapter, often featured in academic textbooks and entrepreneurship courses, provides a detailed overview of the core concepts, theories, and practical insights necessary for understanding the dynamics of starting and managing new ventures. It serves as a vital resource for students, aspiring entrepreneurs, and seasoned business professionals alike, offering a blend of theoretical frameworks and real-world applications that facilitate a deeper understanding of what it takes to succeed in the competitive world of entrepreneurship. Overview of Entrepreneurship in Hisrich, Peters, and Shepherd The Significance of Entrepreneurship In the chapter authored by Hisrich, Peters, and Shepherd, entrepreneurship is portrayed not merely as a business activity but as a vital engine of economic growth, innovation, and social development. The authors emphasize that entrepreneurs play a crucial role in creating jobs, introducing new products and services, and fostering a competitive marketplace. The chapter underscores entrepreneurship as a dynamic process that involves identifying opportunities, mobilizing resources, and taking risks to launch and sustain ventures. Key Definitions and Concepts The chapter begins with foundational definitions that set the stage for subsequent discussions. These include: - Entrepreneurship: The process of designing, launching, and running a new business, often starting as a small enterprise but with potential for growth and expansion. - Entrepreneur: An individual who initiates and manages a new business venture, bearing the risks and rewards associated with the enterprise. - Innovation: The act of introducing new ideas, products, or processes that add value and differentiate a venture from competitors. - Risk-taking: The willingness to commit resources to ventures that have uncertain outcomes, a hallmark of entrepreneurial activity. The Entrepreneurial Process as Outlined in the Chapter Opportunity Recognition One of the primary themes in the chapter is the importance of recognizing opportunities. The authors highlight that successful entrepreneurs are adept at identifying gaps in the market, unmet needs, or emerging trends. They suggest that entrepreneurial opportunity recognition involves a combination of creativity, market awareness, and strategic

thinking. Feasibility Analysis and Business Planning Once an opportunity is identified, the chapter discusses the necessity of conducting feasibility analysis to assess the viability of the idea. This involves evaluating factors such as market demand, competition, financial requirements, and regulatory considerations. Subsequently, developing a detailed business plan is emphasized as a critical step in outlining the business model, operational plan, marketing strategy, and financial projections.

Resource Acquisition and Venture Launch The chapter 2 details the importance of mobilizing resources, including capital, human talent, and technology, to bring the business idea to fruition. It discusses different sources of funding—personal savings, angel investors, venture capital—and highlights the importance of effective management of resources during startup.

Growth and Expansion The authors stress that entrepreneurship is a continuous process involving not only launching a business but also managing its growth. Strategies for scaling operations, entering new markets, and innovating products or services are explored as vital components of sustained entrepreneurial success.

Types of Entrepreneurship Discussed in the Chapter

Small Business Entrepreneurship This type involves the creation of small enterprises that serve local markets. These businesses are often family-owned and focus on stability and steady income rather than rapid growth.

Scalable Startup Entrepreneurship Startups with high growth potential aim to scale rapidly and often seek significant investment. These ventures often develop innovative products or services that disrupt existing markets or create new ones.

Social Entrepreneurship Focused on addressing social issues, social entrepreneurs develop solutions that generate social value alongside financial sustainability. The chapter highlights the importance of mission-driven ventures in creating social change.

Corporate Entrepreneurship (Intrapreneurship) This form involves employees within established companies developing new products or services. The chapter explores how large organizations foster innovation and entrepreneurial thinking internally.

The Role of Innovation and Creativity in Entrepreneurship

The Innovation Process The chapter emphasizes that innovation is at the heart of entrepreneurship. It discusses different types of innovation, including product, process, marketing, and organizational innovations. Creativity is presented as the foundation for developing novel solutions that provide competitive advantages.

Fostering an Innovative Culture Creating an environment that encourages experimentation, risk-taking, and continuous learning is crucial. The authors suggest that entrepreneurial organizations cultivate open communication, reward innovative ideas, and support calculated risk-taking.

Challenges and Risks in Entrepreneurship

Common Obstacles The chapter identifies several challenges faced

by entrepreneurs, such as: - Limited access to capital - Lack of managerial experience - Market uncertainty - Regulatory hurdles - Competitive pressures Managing Risks Strategies for risk mitigation include thorough planning, diversifying product lines, building strong networks, and maintaining flexibility to adapt to changing circumstances. Entrepreneurial Traits and Skills Essential Traits The chapter discusses personality traits commonly associated with successful entrepreneurs, including: - Self-confidence - Proactiveness - Resilience - Tolerance for ambiguity - Innovative mindset Key Skills Critical skills highlighted include: - Strategic thinking - Financial literacy - Marketing expertise - Leadership and team management - Negotiation abilities Developing Entrepreneurial Competencies The chapter advocates for continuous learning and skill development through education, mentorship, and practical experience 3 to enhance entrepreneurial effectiveness. The Legal and Ethical Dimensions of Entrepreneurship Legal Considerations Understanding legal structures, intellectual property rights, licensing, and compliance requirements is vital for startup viability and sustainability. Ethical Practices The chapter stresses the importance of ethical behavior in building trust with stakeholders, maintaining corporate social responsibility, and ensuring long-term success. Conclusion: The Significance of the Hisrich, Peters, and Shepherd Chapter in Entrepreneurship Education The chapter on entrepreneurship by Hisrich, Peters, and Shepherd remains a cornerstone in the academic study of entrepreneurship. It offers a comprehensive framework that integrates theoretical concepts with practical insights, making it an essential resource for understanding the entrepreneurial process. By covering topics from opportunity recognition and innovation to risk management and ethical considerations, the chapter equips aspiring entrepreneurs with the knowledge and skills needed to navigate the complex landscape of starting and growing a business. Why This Chapter Is Relevant Today In an era characterized by rapid technological change, globalization, and shifting consumer preferences, the principles outlined in this chapter are more relevant than ever. The emphasis on innovation, adaptability, and ethical responsibility aligns with current trends in entrepreneurship, fostering a mindset geared toward sustainable and socially responsible business practices. Final Thoughts Understanding the core concepts presented in the Hisrich, Peters, and Shepherd chapter on entrepreneurship provides a solid foundation for anyone interested in pursuing entrepreneurial ventures. Whether you are a student, a budding entrepreneur, or an experienced business owner, the insights contained within this chapter serve as a valuable guide for navigating the challenges and leveraging the opportunities inherent in entrepreneurship.

Embracing these principles can lead to innovative, resilient, and successful ventures that contribute positively to society and the economy. **Question** What are the key concepts of entrepreneurship discussed in Hisrich, Peters, and Shepherd's chapter? The chapter highlights core concepts such as opportunity recognition, innovation, risk-taking, resource management, and the entrepreneurial process, emphasizing how entrepreneurs identify and exploit opportunities to create value. How does the chapter define the role of innovation in entrepreneurship? Innovation is portrayed as a vital driver for entrepreneurial success, involving the development of new products, services, or processes that differentiate a business and provide competitive advantages. What strategies for opportunity recognition are outlined in the chapter? The chapter discusses methods like market analysis, customer needs assessment, technological advancements, and personal experiences as ways entrepreneurs identify promising opportunities. **4** How does the chapter address the challenges faced by startups according to Hisrich, Peters, and Shepherd? It highlights challenges such as securing funding, managing risk, competitive pressures, and resource constraints, along with strategies to overcome them like planning, networking, and innovation. What is the importance of business planning as emphasized in the chapter? Business planning is presented as essential for clarifying vision, setting goals, attracting investors, and guiding the startup process to increase chances of success. How do the authors describe the entrepreneurial process in the chapter? The process involves opportunity recognition, feasibility analysis, resource acquisition, venture creation, and growth management, emphasizing a systematic approach to entrepreneurship. What insights does the chapter provide about entrepreneurial traits and skills? It identifies traits such as resilience, adaptability, risk tolerance, and creativity, along with skills like leadership, negotiation, and strategic thinking as critical for entrepreneurs. According to the chapter, what role does entrepreneurship play in economic development? Entrepreneurship fosters innovation, creates jobs, stimulates economic growth, and helps address social challenges, making it a vital component of economic development. How is the concept of social entrepreneurship discussed in the chapter? The chapter explores social entrepreneurship as a means to address social issues through innovative solutions while achieving sustainability and social impact. **Entrepreneurship: Insights from Hisrich, Peters, and Shepherd's Chapter - A Comprehensive Review** The chapter on Entrepreneurship authored by Hisrich, Peters, and Shepherd offers a profound exploration into the multifaceted world of entrepreneurship, serving as a cornerstone reference for students, aspiring entrepreneurs, and seasoned business

professionals alike. Its comprehensive approach covers the essence, processes, challenges, and strategic dimensions of entrepreneurship, making it a pivotal resource for understanding what it truly takes to innovate, lead, and sustain a venture in today's dynamic environment. --- Understanding Entrepreneurship: Foundations and Definitions The chapter begins by establishing a clear understanding of what entrepreneurship entails. It emphasizes that entrepreneurship is not merely about starting a business but is a mindset characterized by opportunity recognition, risk-taking, innovation, and value creation. Key Definitions and Perspectives: - Traditional Definition: Entrepreneurship involves the identification of opportunities and the mobilization of resources to pursue these opportunities with the aim of creating value. - Modern View: It encompasses the process of designing, launching, and running a new business, typically starting as a small venture but with the potential for growth and scalability. - Entrepreneurship as a Mindset: Entrepreneurship Hisrich Peters Shepherd Chapter 5 The authors highlight that entrepreneurship is also a way of thinking-characterized by creativity, resilience, and proactive problem-solving. Core Components of Entrepreneurship: - Innovation - Risk-taking - Opportunity recognition - Resource management - Value creation This foundational section underscores that entrepreneurship is a dynamic and multi-dimensional activity, influenced by individual traits, environmental factors, and market conditions. --- The Process of Entrepreneurship The chapter delineates a systematic approach to entrepreneurial activity, breaking it down into several stages: 1. Opportunity Recognition - Spotting unmet needs or gaps in the market. - Using creativity and market research to identify viable ideas. - Recognizing trends, technological advancements, and shifts in consumer preferences. 2. Feasibility Analysis - Assessing the viability of the identified opportunity. - Conducting SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). - Evaluating the competitive landscape and potential barriers. 3. Business Planning - Developing a comprehensive business plan outlining objectives, strategies, financial projections, and operational plans. - Emphasizing the importance of clarity and adaptability in planning. 4. Resource Acquisition - Securing financial resources (angel investors, venture capital, loans). - Gathering human capital-finding co-founders, employees, mentors. - Acquiring physical and intangible resources. 5. Launch and Growth - Executing the business plan. - Managing operations effectively. - Scaling the venture through strategic marketing, innovation, and customer engagement. 6. Harvesting or Exit - Considering options like sale, IPO, or continued growth. - Planning for sustainability and Entrepreneurship Hisrich Peters Shepherd Chapter 6 long-term

success. --- Types of Entrepreneurs and Their Characteristics The chapter classifies entrepreneurs into various categories based on their motivations, risk appetite, and the nature of their ventures: 1. Small Business Entrepreneurs - Focused on local markets. - Driven by personal fulfillment and independence. - Examples include retail shop owners, service providers. 2. Scalable Startup Entrepreneurs - Aim for rapid growth and scalability. - Often in technology-driven sectors. - Motivated by innovation and the potential for high returns. 3. Social Entrepreneurs - Focused on social change and community development. - Seek sustainable solutions to social problems. 4. Corporate Entrepreneurs (Intrapreneurs) - Innovate within existing organizations. - Drive new product development or process improvements. Characteristics Common to Successful Entrepreneurs: - High need for achievement - Self-confidence - Tolerance for ambiguity and risk - Resilience and perseverance - Flexibility and adaptability - Visionary thinking This section emphasizes that different entrepreneurial types require different skill sets and mindsets, but all share core traits of initiative and resilience. --- Entrepreneurial Traits and Skills Hisrich, Peters, and Shepherd delve into the essential traits and skills necessary for entrepreneurial success: Core Traits: - Innovativeness: Ability to generate new ideas and approaches. - Proactiveness: Taking initiative rather than reacting passively. - Risk Tolerance: Comfort with uncertainty and potential failure. - Persistence: Overcoming obstacles and setbacks. - Self-confidence: Belief in one's abilities. Essential Skills: - Opportunity recognition skills: Spotting potential ventures. - Financial literacy: Managing budgets, understanding financial statements. - Marketing skills: Reaching target audiences effectively. - Negotiation skills: Securing resources and partnerships. - Leadership and team-building: Motivating and guiding teams. The authors argue that while some traits are innate, many skills can be developed through experience, education, and deliberate practice. --- Sources of Innovation and Creativity in Entrepreneurship Innovation is at the heart of entrepreneurship, and the chapter explores various sources: - Technological advances: Leveraging new technologies to create novel products/services. - Market gaps: Identifying unmet customer needs. - Regulatory changes: Capitalizing on new policies or deregulations. - Social trends: Aligning products/services with societal shifts. - Personal experiences: Entrepreneurs' unique insights and backgrounds. The chapter emphasizes fostering a creative environment within organizations and personal routines to enhance innovative thinking. --- Entrepreneurship Hisrich Peters Shepherd Chapter 7 Challenges and Risks in Entrepreneurship Starting and sustaining a venture is fraught with challenges, which the chapter details

comprehensively: Major Challenges: - Access to capital - Market entry barriers - Competition - Managing growth - Building a competent team - Regulatory compliance - Sustaining innovation Risks Faced: - Financial Loss - Market Risks - Operational Risks - Technological Risks - Personal Risks (stress, work-life balance) Strategies to Mitigate Risks: - Proper planning and market research - Building a strong network - Diversification - Effective financial management - Continuous learning and adaptation The authors underscore that risk-taking is inherent but must be managed strategically to minimize potential downsides. --- Entrepreneurship and Innovation The chapter highlights the symbiotic relationship between entrepreneurship and innovation: - Innovation fuels entrepreneurship by providing unique value propositions. - Entrepreneurs often disrupt existing markets or create entirely new ones. - The importance of fostering an innovative culture within startups and established firms. The chapter discusses frameworks like Disruptive Innovation and Open Innovation to illustrate how new ideas can revolutionize industries. --- Funding and Financing Entrepreneurial Ventures Access to capital remains a critical factor for entrepreneurial success. The chapter reviews various funding sources: 1. Personal Savings and Family/Friends - Often the initial funding source. - High risk of personal relationship strain. 2. Angel Investors - High-net-worth individuals investing early-stage funds. - Often provide mentorship along with capital. 3. Venture Capital - Investment in high-growth startups. - Usually requires a share of ownership and strategic input. 4. Bank Loans and Credit - Traditional financing method. - Stringent collateral and credit requirements. 5. Government Grants and Programs - Support for innovative or social ventures. - Competitive application processes. 6. Crowdfunding - Raising small amounts from a large pool of investors via online platforms. - Market validation and community engagement. The chapter emphasizes understanding each funding source's advantages, disadvantages, and suitability based on the venture's stage and nature. --- Legal and Ethical Aspects of Entrepreneurship Legal compliance and ethical considerations are paramount in entrepreneurship. The chapter discusses: - Business Formation: Choosing the right legal structure (sole proprietorship, partnership, corporation, LLC). - Intellectual Property: Protecting patents, trademarks, copyrights. - Contract Law: Ensuring proper agreements with partners, employees, and vendors. - Regulatory Compliance: Industry-specific licenses, tax obligations, safety standards. - Ethical Leadership: Maintaining integrity, transparency, and social responsibility. Adherence to legal and ethical standards not only prevents disputes but also builds trust with customers and stakeholders. --- Global

Perspectives and Trends in Entrepreneurship The chapter concludes by exploring global trends shaping entrepreneurship: - Digital Transformation: E-commerce, digital marketing, and online services. - Global Markets: Opportunities and challenges of international expansion. - Social Entrepreneurship: Addressing societal issues with sustainable solutions. - Women and Minority Entrepreneurship: Promoting diversity and inclusion. - Environmental Sustainability: Green startups and eco-innovations. The authors stress the importance of entrepreneurs staying adaptable and leveraging global networks to capitalize on emerging opportunities. --- Conclusion: A Holistic View of Entrepreneurship Hisrich, Peters, and Shepherd's chapter on entrepreneurship provides a rich, nuanced understanding of the entrepreneurial landscape. It combines theoretical frameworks with practical insights, emphasizing that successful entrepreneurship requires a blend of innovative thinking, strategic planning, resilience, and ethical conduct. The chapter's strength lies in its balanced approach—recognizing the challenges and risks while highlighting the opportunities for growth and societal impact. It encourages aspiring entrepreneurs to develop a proactive mindset, continuously learn, and adapt in an ever-changing environment. In essence, this chapter is an indispensable guide for anyone looking to understand the complexities and rewards of entrepreneurship, equipping readers with the knowledge and tools necessary to embark on their entrepreneurial journeys confidently. entrepreneurship, Hisrich, Peters, Shepherd, new venture creation, business planning, innovation, small business management, startup strategies, entrepreneurial mindset

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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

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becoming a leader should be one of the greatest ambitions a person could ever have leading other people seems to be such an honorable thing which has potential to elevate one s status with prestige honor and so on it is so true that i will spend my lifetime to encourage you all to go for it to fight with your soul and spirit except with your body to step after mahatma gandhi who was able to lead india to its independence using non violent fight in order to reach this mountaintop however it is not without prices and responsibilities it seems that a leader s responsibilities are

greater than his rights in such a point there is nothing to gain in leading other people it would have been better to be led than to be leading so leadership would bring more pain to a leader's life than satisfaction however as leadership must be about serving others and the spirit of service leads to greatness it is good to aspire to become a leader now what does it take for one to become a leader responding to this question will be all our endeavors in writing this book

arts management is designed as an upper division undergraduate and graduate level text that covers the principles of arts management it is the most comprehensive up to date and technologically advanced textbook on arts management on the market while the book does include the background necessary for understanding the global arts marketplace it assumes that cultural fine arts come to fruition through entrepreneurial processes and that cultural fine arts organizations have to be entrepreneurial to thrive many cases and examples of successful arts organizations from the United States and abroad appear in every chapter a singular strength of arts management is the author's skilful use of in-text tools to facilitate reader interest and engagement these include learning objectives chapter summaries discussion questions and exercises case studies and numerous examples and cultural spotlights online instructor's materials with powerpoints are available to adopters

like other organizations across the world military establishments apply the concept of entrepreneurship to day to day activities however literature on the topic runs thin creating a gap in the research on this area of military involvement in entrepreneurship these studies focus heavily on three topics ex military officers in entrepreneurship entrepreneurial minded individuals still in the military and military spouses as successful entrepreneurs it is essential that researchers interrogate these three areas across different locational contexts for a clear representation and understanding of the many forms of military entrepreneurship this research focuses on outcomes the entrepreneurial process economic activities and ontological directions military entrepreneurship is cross cultural spans varied locations and is linked to retired retiring serving military personnel and military spouses global perspectives on military entrepreneurship and innovation builds on existing theoretical and empirical studies in the areas of entrepreneurship and military business and enterprise to interrogate the concepts of military entrepreneurship veteran entrepreneurship military spouse entrepreneurship or military women entrepreneurship and retirees entrepreneurship the book is a collection of studies on military entrepreneurship treating the subject with emphasis on metacognition and interrogates

differences in metacognitive processing across cultures and values relating to military entrepreneurship the chapters cover various concepts in military entrepreneurship and promote entrepreneurship research within the military ecosystem this book is ideal for military personnel entrepreneurs managers practitioners researchers academicians and students interested in the concept of military entrepreneurship and innovation narratives

this book remains the sole export import textbook aimed squarely at the academic audience discussing theoretical issues in depth while maintaining a practical approach it offers a comprehensive exploration of import procedures and export regulations in addition to updated cases this new edition includes new major developments in bilateral and regional trade agreements changes to incoterms 2010 coverage of the role of e commerce expanded updates on methods of payment export pricing and government export finance this clearly written and comprehensive textbook will ground students in theory and prepare them for the realities of a career in this fast moving field suitable for upper level undergraduates and postgraduates of international trade the book stands alone in its blend of conceptual frameworks and cogent analysis a related website filled with export import resources opinion pieces cases and the latest news is located at exportimporttradecenter.com

with the rise of information and communication technologies in today s world many regions have begun to adapt into more resource efficient communities integrating technology into a region s use of resources also known as smart territories is becoming a trending topic of research understanding the relationship between these innovative techniques and how they impact social innovation is vital when analyzing the sustainable growth of highly populated regions the handbook of research on smart territories and entrepreneurial ecosystems for social innovation and sustainable growth is a pivotal reference source that provides vital research on the global practices and initiatives of smart territories as well as their impact on sustainable development in different communities while highlighting topics such as waste management social innovation and digital optimization this publication is ideally designed for civil engineers urban planners policymakers economists administrators social scientists business executives researchers educators and students seeking current research on the development of smart territories and entrepreneurship in various environments

essay from the year 2006 in the subject business economics economic policy grade 4 0 gut university of pécs faculty of business and economics course entrepreneurship studies language english abstract it seems helpful to me first to clarify the two

most important terms of the title of this essay the first term is regional policy that includes two parts that should be explained region and special policy for regions regions are marked through a number of special criteria o singleness unique position o otherness differentiation criteria o commonness culture traditions landscape o collective identity shared history doom o regional awareness feeling of belonging together identification o government s organisation administration policy o elected representation self determination administration o homogeneity socio economical cultural ethnical o functional togetherness networks o power connection domination dependency interconnections o inter organisational networks socio economical milieu o openness cross linking knowledge transfer o global competitiveness competition networks the policy that especially affects the concerns of regions is called regional policy regional policy aims to support the planned development of regions in the way of coordinated measure setting as regional policy is embedded in the nationwide policy it aims from the viewpoint of the national government to maximise economic growth and minimise social costs as development of regions always includes entrepreneurship to create regional value i would like to collect state of the art knowledge about how regional policy can support entrepreneurship here the question appears what could be understood under regional policy regional policy regional policy is the sum of law strategies and measures for setting and influencing a framework and processes in particular areas of a nation through the government with special regional policy government seeks to reduce spatial disparities in economic the last term i would like to introduce for my essay is entrepreneurship in this context entrepreneurship is not each business activity in a wider understanding of the term but i mean the field of founding new enterprises based on an idea for providing products or services that are not available in or near the region yet

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this fifth edition of annual editions entrepreneurship provides convenient inexpensive access to current articles selected from the best of the public press organizational features include an annotated listing of selected world wide sites an annotated table of contents a topic guide a general introduction brief overviews for each section a topical index and an instructor s resource guide with testing materials using annual editions in the classroom is offered as a practical guide for instructors annual editions titles are supported by our student website dushkin com online

entrepreneurship a south african perspective is a guide to becoming a successful entrepreneur it describes and illustrates new venture creation within a south african context the start up process the growth stages and the challenges in the maturity phase of the business

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turn your great idea into a thriving business a guide that sets first time entrepreneurs feet in the right direction geoffrey moore author crossing the chasm there are many books on entrepreneurship but this is one of the few that will convert individuals to entrepreneurs desh deshpane founder deshpane center for technological innovation mit chairman a123 systems cochair national council for innovation and entrepreneurship about the book are you among the many americans who dream of starting a business but think you don't know how help has arrived for generations dartmouth college and the tuck school of business have influenced and driven global entrepreneurship dartmouth firsts include the world petroleum industry technological breakthroughs like artificial intelligence and basic computer language as well as popular products such as the nerf football and the game cranium today a key resource for the dartmouth community is the dartmouth entrepreneurial network den which helps anyone from undergraduates to faculty to alumni get their ideas off the ground and into the marketplace in from idea to success entrepreneur professor and den founder gregg fairbrothers takes you step by step through the den approach showing you how to apply the same principles to make your vision a reality if you have an idea any idea from major technology innovations to consumer products or services to social enterprises from idea to success shows you how to bring it to fruition this a to z guide based on the startup experiences of literally hundreds of entrepreneurs makes the process simple as possible by breaking it down into three distinct parts step 1 focusing and refining your idea define your goals pinpoint your market protect your idea manage the risks in your undertaking step 2 business planning best practices create a business plan build your team learn about the competition raise finances get the important legal issues right the first time step 3 managing your company build your negotiating selling and decision making skills manage your finances correct your course manage the transition to a healthy growing business building a vibrant company based on your own creativity and hard work is one of the most fulfilling human enterprises there is with this book and your own experience you can think and act like a successful entrepreneur from the very start

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Introduction

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