

## Entrepreneurship Robert D Hisrich

### Embark on an Unforgettable Voyage with "Entrepreneurship" by Robert D. Hisrich!

Prepare yourselves, fellow adventurers of the mind and spirit! If you've been waiting for a book that ignites your imagination, tickles your funny bone, and speaks to the very core of what it means to dream big, then look no further than Robert D. Hisrich's magnificent tome, **"Entrepreneurship"**. Now, I know what you might be thinking – "Entrepreneurship? Sounds a bit... dry." Oh, my friends, you could not be more delightfully mistaken!

Forget dusty textbooks and tedious case studies. Hisrich has crafted something truly special here, a narrative so vibrant and engaging it feels less like reading and more like embarking on a grand expedition. The "setting," if you will, isn't a physical place, but rather the boundless, exhilarating landscape of human potential. Through Hisrich's brilliant insights, you'll find yourself traversing realms of innovation, scaling the peaks of ambition, and navigating the charmingly chaotic valleys of the startup world. It's an imaginative setting that unfolds within the reader's own mind, making every page a fresh discovery.

And the emotional depth? Prepare for a rollercoaster! Hisrich masterfully weaves tales of triumph and setback, resilience and eureka moments, all infused with a deeply human touch. You'll laugh out loud at the audacious ideas, empathize with the nail-biting risks, and feel a swell of pride with every hard-won victory. It's a journey that resonates with the universal desire to create, to build, and to leave your mark on the world. Whether you're a young adult just starting to ponder your own path, or a seasoned book club member seeking inspiration, this book's emotional resonance will grab you and refuse to let go.

The true magic of **"Entrepreneurship"** lies in its extraordinary universal appeal. Children will be captivated by the daring spirit of innovation, teenagers will find inspiration to chase

their wildest dreams, and adults will be reminded of the enduring power of passion and perseverance. It's a book that transcends age, background, and experience, offering valuable lessons and infectious optimism to everyone who dares to open its pages. This isn't just a book; it's a portal to a more courageous and creative way of living.

### **Why should you dive into this magical journey?**

**Unleash Your Inner Innovator:** Hisrich's guidance is like a secret map to unlocking your most brilliant ideas.

**Embrace the Adventure:** Forget the mundane; this book offers a thrilling, unpredictable, and ultimately rewarding exploration.

**Discover Your Superpowers:** You'll be inspired to tap into your unique talents and believe in your ability to make a real difference.

**Laugh Your Way to Success:** Hisrich sprinkles his wisdom with a healthy dose of humor, making the learning process pure joy.

**"Entrepreneurship"** by Robert D. Hisrich is, without a shadow of a doubt, a timeless classic that deserves a place on every bookshelf. It's more than just a guide; it's a celebration of the human spirit's innate drive to create and innovate. This book doesn't just entertain; it empowers. It doesn't just inform; it inspires. It's a heartfelt recommendation for anyone who believes in the power of dreams and the thrill of bringing them to life.

**Do yourself a favor and pick up a copy of "Entrepreneurship" today. You'll thank yourself for experiencing this captivating journey that continues to capture hearts worldwide, a testament to its enduring impact and undeniable brilliance. It's an absolute must-read!**

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Entrepreneur Magazine's Growing Your Business  
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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

learn how to compete in international markets the nature of business has changed and global marketing co operation and networks explains how and why former competitors are now joining forces exploring co operation networks and internationalization this collection provides you with an indispensable framework for grasping the ongoing changes in global business in addition it includes a new broad based theory of international entrepreneurship that will help you master the intricacies of global

marketing global marketing co operation and networks features both empirical research and conceptual studies it provides you with important research findings about the impact of internationalization on entrepreneurs smaller firms and multinational giants this valuable book contains up to date information from top researchers in entrepreneurship from canada the united states the united kingdom australia new zealand and singapore global marketing co operation and networks gives insight into the often confusing world of international business explaining such difficult issues as building networks to link smaller firms that have specialized knowledge and multinational firms that have marketing prowess establishing an international market presence with the help of supply and distribution networks that are already in place using group dynamics to establish successful networking choosing the best time to internationalize taking advantage of government funded overseas trade missions to develop international markets global marketing co operation and networks is an essential resource for executives and entrepreneurs hoping to break into international business as well as students and researchers interested in international economics globalization networking and marketing strategies

few would deny that small entrepreneurial firms play an important economic and social role not only do they generate a significant number of jobs but they also contribute a large proportion of gross national product gnp not all small firms qualify as entrepreneurial entities however while small refers mostly to size entrepreneurial refers to growth and a value creation orientation the vast majority of small firms have no growth aspirations nor do they have the means and skills to grow as such they may still provide employment and local value but would not embrace the high potential aspirations of entrepreneurial ventures this book clearly addresses those entrepreneurs who are interested in leading hi growth potential companies table 1 table 1 growth typology of small firms 1 type of venture desired sales range future employees lifestyle 0 to 1 million 0 to 4 smaller high potential 1 million to 20 million 5 to 50 high potential over 20 million over 50 high innovation technology based startups assume a very special role in hi growth entrepreneurship although these startups constitute a comparatively low number of small businesses they produce proportionately far more jobs than their low and medium innovation counterparts the aim of achieving rapid growth is typically referred to as high expectation entrepreneurship an area of major concern to us is a fact revealed in the latest gem report the rate of european hi expectation entrepreneurial activity is among the lowest in the world

beat the competition with internal innovation if 3m's corporate leadership hadn't given researchers a creative outlet the world would never have seen the post-it note corporate entrepreneurs intrapreneurs mavericks no matter what name they go by these innovators are the pioneering forces within an organization who spark new enterprises products services and processes to combat increased global competition corporate entrepreneurship shows you how to develop and grow your organization by designing the culture structure strategies and policies that encourage and support internal entrepreneurial ventures bestselling author and world renowned entrepreneur robert hisrich teams up with global management expert claudine kearney to provide action plans techniques and insights for establishing an organizational culture that allows intrapreneurs to develop the entrepreneurial ventures that will secure value and generate new growth in your company every day globalization and technological advancements continue to put more of your competitors within reach of your customers in order for your company to stay attractive and thrive you need the proven tools and tactics in this book to identify evaluate and fund venture opportunities recognize bright corporate entrepreneurs and create their compensation plans create business plans that avoid failure optimize success and develop and sustain corporate venturing manage the internal politics of venturing effectively implement corporate venturing into your organization hisrich uses illustrative examples from his experience consulting for such global companies as 3m alcoa westinghouse citi and many others through informative well researched case studies he demonstrates how his concepts help companies prosper over the long run gain market share and stay on the cutting edge of their potential if your employees aren't innovating your company is losing its competitive edge use corporate entrepreneurship to give your mavericks what they need to keep your company on top all over the world

combining robust narrative with a wide variety of interesting cases international entrepreneurship starting developing and managing a global venture focuses on the need for every entrepreneur to at least consider entering the global market in today's hypercompetitive world as an ever growing number of countries become market oriented and developed the distinction between foreign and domestic markets is becoming less pronounced and entrepreneurs increasingly need to develop skills to identify opportunities and then manage these opportunities on a global basis international entrepreneurship is an ideal resource for students professors government officials and practitioners throughout the world who are interested in this vital growing area key

features includes chapter opening international scenarios that feature a global entrepreneur or a global entrepreneurial venture to set the scene for the issues that follow demonstrates global entrepreneurial issues through real life cases from countries throughout the world draws content from a wide variety of disciplines including anthropology economics geography history jurisprudence and language includes chapter ending class exercises discussion questions and suggestions for additional reading to provide readers with hands on learning opportunities and avenues for future research helpful teaching ancillaries instructor resources are available on a password protected website at [sagepub.com/hisrichinstr](http://sagepub.com/hisrichinstr) these resources include chapter outlines end of chapter discussions chapter exercises and teaching notes international entrepreneurship is appropriate as a core text for courses such as global entrepreneurship or international entrepreneurship or as a supplement in upper level undergraduate and mba courses in entrepreneurship new venture management and entrepreneurship strategy in addition it can be used as an ancillary text in international business and international management courses

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learn how to be a successful entrepreneur with entrepreneurship presenting the most

current thinking in this explosive field this entrepreneurship text provides you with a practical step by step approach that makes learning easy using exercises and case presentations you can apply your own ideas and develop useful analytical skills cases found throughout the text present the venture creations or managerial ideas confronted by real world companies

this work explains to future and practising managers how their eastern european counterparts view the world of international management it examines management education the concept of international competition and consumer behaviour as perceived by eastern european managers

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