

International Entrepreneurship By Hisrich Edition

EntrepreneurshipCorporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit
Throughout Your CompanyEntrepreneurshipInternational Entrepreneurship: Starting, Developing, and Managing a Global VentureEntrepreneurshipAdvanced Introduction to EntrepreneurshipEntrepreneurshipTechnology EntrepreneurshipTechnology Entrepreneurship
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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

beat the competition with internal innovation if 3m s corporate leadership hadn t given researcher art fry 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

the 8th edition of 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

combining robust narrative with a wide variety of interesting cases international entrepreneurship starting developing and managing a global venture shows how entrepreneurs can conduct business activities across national boundaries and succeed in today's hypercompetitive world robert hisrich shows how entrepreneurs can develop the skills to identify opportunities and then manage these opportunities on a global basis the second edition provides increased attention to culture and reflects recent changes in our increasingly globalized world

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Elgar advanced introductions are stimulating and thoughtful introductions to major fields in the social sciences business and law expertly written by some of the world's leading scholars designed to be accessible yet rigorous they offer concise an

recognizing the unique needs of the technology startup duening focuses on intellectual property development funding and marketing selling more than other texts in this market extensive use of technology examples case studies and assignments keeps the book relevant and motivating for engineering students rich in case studies examples and in chapter elements that focus on the challenges of launching and operating a technology venture in depth examination of intellectual property development valuation deal structuring and equity preservation issues of most relevance to technology start ups extensive discussion of technology management and continuous innovation as a

competitive advantage addresses the issue of leading managing motivating and compensating technical workers more time on the fundamentals of marketing and selling as these are elements of entrepreneurship commonly most neglected by engineers and scientists

the focus of this book is on technology ventures how they start operate and sometimes exit profitably in short it covers all the elements required to launch a successful technology company including discussion of cutting edge trends such as entrepreneurial method and lean startup emphasis on the ideation process and development of an effective business plan coverage of product and market development intellectual property structuring your venture raising capital sales and marketing people management and even strategies for exiting your venture this is not another armchair book about entrepreneurship it s a working guide for engineers and scientists who want to actually be entrepreneurs an intense focus on product design and development with customers and markets in mind extensive discussion of intellectual property development management and protection potent insights into marketing and selling technology products to the global marketplace techniques for forecasting financials raising funds and establishing venture valuation best practices in venture leadership and managing growth overview of various exit strategies and how to prepare the venture for exit

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the first book to look at innovation entrepreneurship from an international perspective managing innovation and entrepreneurship a global perspective provides a step by step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times authors robert d hisrich and claudine kearney demonstrate how to manage innovation on a day to day basis using a wide range of real world scenarios theories principles best practices case studies and modern examples the book provides detailed coverage of each aspect of the process of innovation required to achieve success including what it takes to build an innovative and entrepreneurial organization how to develop innovation and entrepreneurship in both individuals and teams how to manage and operationalize innovation and entrepreneurship how to develop a global business plan and more

this textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management it first introduces readers to the fundamentals of entrepreneurial management the nature of entrepreneurial managers and business planning before exploring the specific topics of creativity and innovation risk management entrepreneurial marketing and organization as well as financing the authors then move to contemporary topics such as entrepreneurial growth strategies e commerce challenges ethical and socially responsible entrepreneurial management franchising and managing entrepreneurial family ventures each chapter provides a case study and several practice based examples to help explain the concepts by providing a truly international approach this text offers ample theoretical and empirical insights into entrepreneurship and small business management it is a valuable and up to date resource for teachers and students of entrepreneurship

this new collection provides a much needed retrospective view of the key academic work published in

in this area the papers here highlight the importance of studying entrepreneurship from a wide range of perspectives including research that derives from economics history sociology psychology and from different business disciplinary bases such as marketing finance and strategy the overall focus in this set is on entrepreneurial activity rather than specifically small or family owned business and favours research articles over those that deal purely with practice

I can't think of a more qualified scholar to tackle the difficult subject of entrepreneurship than bob hisrich his vast experience in and knowledge of entrepreneurship has enabled a thorough application of entrepreneurial principles to government organizations this book should be recommended reading for everyone in government at every level we can only hope that a new era of entrepreneurship is launched with this useful and practical guide Thomas N Duening University of Colorado US challenging the traditional view that entrepreneurship is exclusively a private sector concern entrepreneurship presents a compelling argument for increased focus on entrepreneurship in public sector organizations the only book to date to focus specifically on government entrepreneurship this innovative volume combines Robert D Hisrich's vast theoretical knowledge with the practical experience of Amr Al Dabbagh who applied entrepreneurship in the Saudi public sector with excellent results featuring forewords by former US president Bill Clinton and former Malaysian prime minister Dr Mahathir Mohamad as well as four case studies that demonstrate the effectiveness of government entrepreneurship in action this fascinating book breaks new ground in a rapidly growing field in a time when government funds are being reduced and its services increasingly questioned fostering an entrepreneurial spirit within the government becomes a vital concern although there is no ideal model for achieving government entrepreneurship this volume outlines a number of innovative strategies designed to help public sector managers undertake their public mission while developing an entrepreneurial culture within their organization the authors offer thorough and indispensable advice covering every aspect of government entrepreneurship from framework to policy to funding and beyond finally the book concludes with four case studies that explore successful government entrepreneurial undertakings in Ireland Singapore Saudi Arabia and Switzerland government officials and other leaders in the public sector will find this book an indispensable guide to establishing an entrepreneurial focus in their organizations professors and students working in entrepreneurship public sector management and other business related fields will also have much to admire in this innovative addition to the literature

women and entrepreneurship comes from two authors with especially rich experience in this field of research embracing experience in a range of developed and developing countries and examining both dependent and independent roles Beatrice Avolio and Mirjana Radović Marković profile women entrepreneurs and consider their motivations together with the obstacles and challenges that they face and often overcome a focus on emerging forms of entrepreneurship leads to a concentration on what is happening in newly developing economies with a major case study set in a South American context the authors deal in particular with how rural entrepreneurship virtual entrepreneurship and project based and home based businesses particularly lend themselves to providing opportunities for women the authors findings reveal that increased participation of women in business leadership has brought about completely new ways of business communication new business strategies and company development models and is imposing a new behavioural style on businesses what is particularly encouraging is the evidence that female kinds of durability persistence and intuition are producing business advantage this means that the authors can clearly identify success factors and propose guidelines for the benefit of female entrepreneurs female led businesses and business in general this book will serve the needs of an academic audience of researchers in the growing field of studies into entrepreneurship as well as those teaching or studying business or women's studies topics it will of course appeal particularly to women owning and running businesses or aspiring to do so

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proven tools for solving today s most persistent entrepreneurial headaches and keeping the focus on business growth operating a small business presents entrepreneurs with a continuing series of problems that need to be solved and usually the smaller the business the bigger the problems small business solutions focuses on 13 crises that crop up again and again in most small businesses and details how entrepreneurs have identified and successfully solved them as a longtime consultant to start up businesses robert hisrich has seen these solutions work in scores of small businesses both in the united states and abroad he divides small business solutions into three categories marketing finance and overall management and provides market proven solutions to problem areas in each sales marketing turning sales into profits focusing a business finance raising capital monitoring and managing cash flow valuing a business management choosing the right partner changing style as a business grows and more

entrepreneurship by hisrich and peters is intended for the undergraduate and graduate courses in entrepreneurship and has been designed to instruct students on how to formulate plan and implement a new venture students are exposed to detailed descriptions of how to embark on a new venture in a logical manner actual case studies and entrepreneur profiles help illustrate successful and not so successful ventures

this book provides a detailed account of chinese industrial entrepreneurs and describes and explains the phenomena of women entrepreneurship in hong kong it addresses two main issues first the characteristics of chinese entrepreneurship and women entrepreneurs second the factors that constitute the making of chinese women entrepreneurs in hong kong from in depth personal interviews priscilla chu examines the entrepreneur as a person and as a member of family organization and society having thus established the characteristic features of chinese entrepreneurship in general and female entrepreneurship in particular the author builds a model to summarize the making of female entrepreneurs in hong kong a model which is significantly different from that for male and western counterparts the study analyses the distinct chinese entrepreneurship in relation to familism chinese work ethics family and organizational conditions and societal and cultural contexts

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Introduction

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