
Entrepreneurship Hisrich Mcgraw Hill

Entrepreneurship
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Impact on Business and Society
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Start-up, Growth and Maturity
The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality
International Entrepreneurship Education
Exploring the Mindset of Entrepreneurs
Entrepreneurial Cognition
Glencoe Entrepreneurship: Building a Business, Student Edition
From Idea to Enterprise
International Entrepreneurship
Entrepreneurship
International Entrepreneurship: Starting, Developing, and Managing a Global Venture
Entrepreneurship
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Hybrid Ventures
Entrepreneurial Marketing
Entrepreneurship
Starting, Developing, and Managing a Global Venture
Technology Ventures
A Student Textbook
Entrepreneurship with PowerWeb
A Practical Managerial Approach
Trailblazing in Entrepreneurship
Loose-Leaf for Entrepreneurship
Entrepreneurship
How to Fix and Prevent the 13 Biggest Problems That Derail Business
Creating New Paths for Understanding the Field
Entrepreneurship for Everyone
Digital Entrepreneurship
Managing Innovation and Entrepreneurship
Managing Innovation and Entrepreneurship
Entrepreneurship
Entrepreneurial Small Business

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Entrepreneurship SAGE

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.

Entrepreneurship McGraw Hill Professional

Entrepreneurship: Building a Business teaches students the business and academic skills they need to build and manage a successful 21st century business. The text focuses on the fundamentals of entrepreneurship, recognizing opportunities, determining the feasibility of a business idea, conducting market research, managing marketing strategies, and more. The 2016 copyright adds content on online advertising, social media marketing strategies, and crowdfunding. By the time students finish studying the book,

they will have thought through every aspect of a comprehensive business plan. Features and activities found throughout the text help students to prepare for their futures and better understand the many factors affecting business success. Includes Print Student Edition

Impact on Business and Society Edward Elgar Publishing

Combining comprehensive coverage with a wide variety of real-life cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures throughout the world.

New Venture Creation McGraw-Hill Science, Engineering & Mathematics *Technology Ventures* is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new

technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. Technology Ventures details the critical differences between scientific ideas and true business opportunities.

Entrepreneurial Development McGraw-Hill Education

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.

Personality and Individual Differences Springer

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to follow style, has

been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book. *Issues and Newness* SAGE Publications This new 7th Edition of New Venture Creation: Entrepreneurship for the 21st Century, is the most heavily revised edition since its existence, yet it still maintains the market defining "Timmons Model of the Entrepreneurial Process." As always, Timmons & Spinelli cover the process of getting a new venture started, growing the venture, and successfully harvesting it. Through text, case studies, and hands-on exercises, this how-to text guides students in discovering the concepts of entrepreneurship and the competencies, skills, tools, and experience to equip students to successfully launch a new venture and recognize entrepreneurial opportunities.

Start-up, Growth and Maturity Irwin Professional Pub

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.

[The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality](#) SAGE Publications

This book is a practical handbook for entrepreneurship in tourism related industries. The book will provide students and prospective entrepreneurs with the knowledge, know-how and best practices in order to assist them in planning, implementing and managing business ventures in the field of tourism. *International Entrepreneurship Education* McGraw-Hill Education

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.

Exploring the Mindset of Entrepreneurs McGraw-Hill/Irwin
Contains an Open Access chapter.

Recent estimates suggest that millions of people across the world are involved in some form of social venture creation. After over a decade of thoughtful scholarship on social entrepreneurship, researchers have now begun to examine individuals and organizations that purposefully combine social and economic outcomes. In *Hybrid Ventures*, leading researchers examine individuals and organizations that simultaneously attempt to pursue such blended value outcomes. Various perspectives on hybrid ventures are explored in this volume, including: the costs to all when some entrepreneurs do not pursue hybrid approaches, whether hybrid ventures are - or should be - the new norm, and whether the social, environmental, and economic value are distinct and should be separated from each other. This volume contains both theoretical and empirical approaches to hybrid venturing from an international group of researchers. Specific topics include: the emergence of Certified B Corporations, different hybrid business models, the role of impact investing, indigenous entrepreneurship, hybrid ventures as "agents of change," and more. For nearly two decades, the *Advances in Entrepreneurship, Firm Emergence and Growth* series has provided an annual examination of the major current research, efforts in the field of entrepreneurship and *Hybrid Ventures: Perspectives & Approaches to Blended Value Entrepreneurship* continue in that tradition. This volume provides state-of-the-art research that helps set the foundation for inquiries into important research for the next decade and beyond.

Entrepreneurial Cognition Pearson Education India

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. . *Glencoe Entrepreneurship: Building a Business, Student Edition* IGI Global

The importance of this volume is that it addresses the major pedagogical issues that inevitably arise in the context of entrepreneurship education. It represents a valuable source for those involved in the training and development of entrepreneurial skills and initiative. Economic Outlook and Business Review

Can entrepreneurship be taught? Is it an art or a science? How is entrepreneurship learned? Another masterpiece by the European masters Fayolle and Klandt, this volume based on the 2003 Grenoble Conference will be useful for years to come, among educators and policymakers alike, especially those open to the emerging paradigm. Léo-Paul Dana, University of Canterbury, New Zealand This book discusses paradigmatic changes in the field of entrepreneurship education in

response to economic, political and social needs, and the consequential need to reassess, redevelop and renew curricula and methods used in teaching entrepreneurship. Traditional and new questions and concerns are addressed, including: the development of business schools towards entrepreneurship education best-practice methods of learning and teaching entrepreneurship both inside and outside the classroom the design of effective teaching frameworks and tools the development of entrepreneurial behaviours and attitudes in students teaching the design and launch of new businesses. The issue of assessing the effectiveness of entrepreneurship education is also raised. A theoretical and methodological framework is used to measure the impact and effectiveness of entrepreneurship education programmes on the attitudes and behaviours of students. Now more than ever, the book argues, research in the field of entrepreneurship education has to be encouraged and facilitated, and should drive the activity of entrepreneurship education providers. As such, this fascinating book aims to provide researchers, practitioners, teachers and advanced students engaged in the field of entrepreneurship with relevant and up-to-date insights into international research programmes in entrepreneurship education.

From Idea to Enterprise McGraw-Hill College

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with

financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

International Entrepreneurship

McGraw-Hill Education

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 McGraw-Hill/Irwin](#)
This book is open access under a CC BY 4.0 license. In this book, the authors

present a challenge for future research to build a stronger, more complete understanding of entrepreneurial phenomena. They argue that this more complete picture of entrepreneurial phenomena will likely come from scholars who undertake at least some trailblazing projects; from scholars who broaden the range of research questions, the potential outcomes of entrepreneurial action, and the selection and combination of research methods; and from researchers who avoid the endless debates about the margins of the field and its sub-fields or about whether one theoretical or philosophical lens is superior to another. This book offers suggestions for future research through a variety of topics including prosocial action, innovation, family business, sustainability and development, and the financial, social, and psychological costs of failure. It promises to make an important contribution to the development of the field and help academics, organizations, and society make useful contributions to the generation of entrepreneurial research.

International Entrepreneurship: Starting, Developing, and Managing a Global Venture Springer Nature

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.

Entrepreneurship Bloomsbury Publishing

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, helping to reinforce key topics. 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 Peters' 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. Includes Connect: A highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results.

Entrepreneurship Emerald Group Publishing

Personality and Individual Differences is a state-of-the-art undergraduate textbook that covers the salient and recent literature on personality, intellectual ability, motivation and other individual differences such as creativity, emotional intelligence, leadership and vocational interests. This third edition has been completely revised and updated to include the most up-to-date and cutting-edge data and analysis. As well as introducing all topics related to individual differences, this book examines and discusses many important underlying issues, such as the

psychodynamic approach to latent variables, validity, reliability and correlations between constructs. An essential textbook for first-time as well as more advanced students of the discipline, Personality and Individual Differences provides grounding in all

major aspects of differential psychology.

Entrepreneurship & Management

McGraw-Hill Ryerson

"The book presents a comprehensive introduction of the concepts and practices of e-entrepreneurship and e-innovation"--Provided by publisher.

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