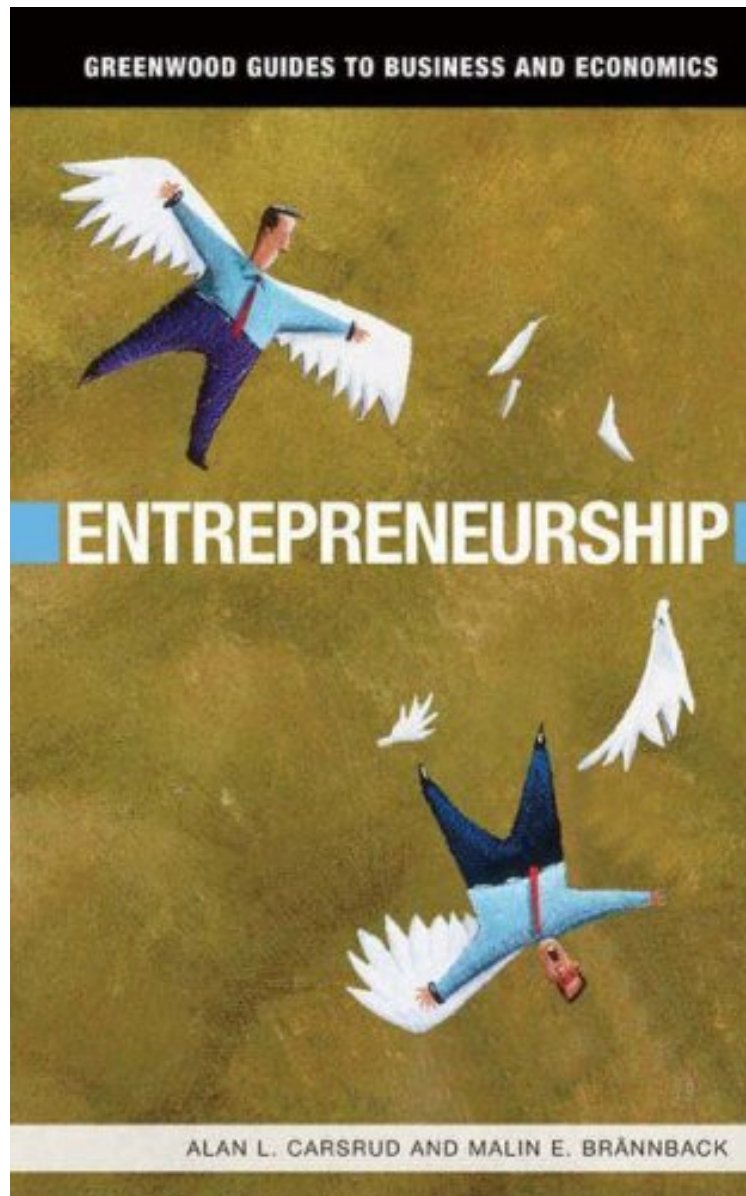


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Entrepreneurship (Greenwood Guides to Business and Economics)

Alan L. Carsrud, Malin E. Brannback
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Alan L. Carsrud, Malin E. Brannback : Entrepreneurship (Greenwood Guides to Business and Economics) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship (Greenwood Guides to Business and Economics):

0 of 0 people found the following review helpful. Entrepreneurs need to find the "sweet spot" andBy Norris Kruegerthis book has found a sweet spot in the market, the book that had not yet been written... but needed to be. It's not a text, it's not a superficial pop biz press; it's more like a tour guide and handbook for those interested in being an

entrepreneur, being better at being an entrepreneur, or just want to understand how it all works. The authors manage to cover the scholarly background without losing sight of entrepreneurs they are targeting. I think policy makers and economic developers would also find this very helpful. (Disclosure: I know the authors well. The good news is that I know how passionate they are about helping entrepreneurs and helping those who help them.) Detailed, yet readable. I am honored to review it.

Are entrepreneurs born or made? How do they recognize opportunity? How do they address the risks associated with designing, launching, and sustaining a new venture? There are many steps between having an idea and going public; this book explores the entrepreneurial process through all of its stages, a process in which some half a billion people are engaged worldwide every year. Illustrated through numerous real-life examples, the book is a map of the entrepreneurial journey, exploring the wide variety of opportunities open to the entrepreneur and how to build upon them, including an overview of such essential principles as screening, market research, product development, financing, and marketing and sales strategies. It also covers legal issues, intellectual property protection, motivating employees, managing boards and investors, use of technology, and the international environment. Featuring examples of business plans and presentations, exercises and checklists, and a glossary of key terms, this volume provides a solid overview and introduction to the process of business creation that will appeal to students and educators, general readers, and budding entrepreneurs. Nearly everyone recognizes iconic companies like Microsoft, Dell, and Ford. But what do we really know about the entrepreneurs (Bill Gates, Michael Dell, and Henry Ford, respectively) who founded these firms or the factors that influenced the birth and development of these corporate giants? How do entrepreneurs identify opportunity and how do they address the personal, social, and financial risks associated with designing, launching, and sustaining a new venture? There are many steps between having an idea and going public; this book explores the entrepreneurial process through all of its stages, a process in which some half a billion people are engaged worldwide every year. Illustrated through numerous real-life examples, the book is a map of the entrepreneurial journey, exploring the wide variety of opportunities open to the entrepreneur and how to build upon them, including an overview of such essential principles as screening, market research, product development, financing, and marketing and sales strategies. It also covers legal issues, intellectual property protection, motivating employees, managing boards and investors, use of technology, and the international environment. Featuring examples of business plans and presentations, exercises and checklists, and a glossary of key terms, this volume provides a solid introduction to the process of business creation that will appeal to students and educators, general readers, and budding entrepreneurs.

"Aimed particularly at those considering starting a business as well as students and researchers, this text defines entrepreneurship and describes its importance for economic systems. Carsrud and Brannback examine the various components of entrepreneurship, such as generating ideas, understanding the competition, and managing human capital. Issues relating to growth and entrepreneurial family firms are addressed in the final chapter." - Reference Research Book News "Economic literacy is an essential condition for our democracy to work. Only an educated public can make sense of the myriad of economic issues that characterize our public debate, ranging from the collapse of private pensions to the impact of outsourcing on our job markets. This series constitutes a significant step towards the achievement of this goal. Written by eminent professionals and experienced practitioners, each of its seven volumes renders complex issues easy to assimilate without sacrificing nuance or controversy. Aimed at the general public, the authors succeed in bringing to everyday life the substance of most important economic agents and forces." (Jose' R. de la Torre, Dean, Alvah H. Chapman Jr. Graduate School of Business, Florida International University) About the Author Alan L. Carsrud is Executive Director, Global Entrepreneurship Center, Professor of Industrial and Systems Engineering, and Clinical Professor of Management at Florida International University. Previously, he served on the faculty at the Anderson School, UCLA, and directed the graduate programs in entrepreneurship at the University of Texas, Austin, and the University of Southern California. He has taught at Pepperdine University, Nanyang Technological University in Singapore, Anahuac University in Mexico City, and the Australian Graduate School of Management in Sydney. He was on the start-up team at People Express Airlines and Founding Director of CytoSignal, a biotech firm, and has served as Vice-President for the International Council for Small Business, on the Board of Directors of the Family Firm Institute, and as Founding Associate Editor of the journal, *Entrepreneurship and Regional Development*. Malin E. Brannback is Professor of International Business at Abo Akademi University, Department of Business Studies, and Docent at the Swedish School of Economics and Business Administration and the Turku School of Economics and Business Administration in Finland. She has held a variety of teaching and research positions in such fields as strategic management, international marketing, organizational processes, and pharmacy. She has served on the organizing committees of numerous international conferences and on the editorial board of the *Journal of Decision Systems*, and has published widely on entrepreneurship, strategic management, biotechnology, and other topics in articles, monographs, and conference presentations.