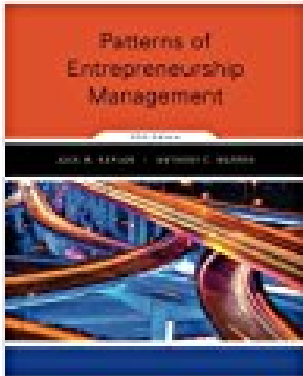


Patterns of Entrepreneurship Management



BOOK DETAILS

- Author : Jack M. Kaplan
- Pages : 348 Pages
- Publisher : Wiley
- Language : English
- ISBN : 1119355281

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BOOK SYNOPSIS

Patterns of Entrepreneurship Management is the essential road-map for anyone interested in starting a new business. Years of teaching, writing, and launching numerous successful ventures have made Kaplan and Warren experts in the area of entrepreneurship. Revised and updated, the 3rd edition provides students with the cases, applications, tools, mindset, and inspiration to achieve their goals. Clearly and methodically, Patterns outlines the key issues, current thinking, problems, and solutions students will face throughout the course of their entrepreneurial careers. Coverage extends from developing an idea and business plan, finding financing, maintaining high profits, going public, and everything in between. Features A Real-World Focus: Conceptual material is linked to the plans, problems, and solutions that real entrepreneurs have encountered in their own businesses. A Clear Road Map for Success: The four stages of entrepreneurship—starting the venture, financing, implementation, and launching the business—provides the framework in which objectives, outlines, practical tasks, and checklists are incorporated. Opportunities for Practice via Exercises, Roadmap actions, and critical thinking questions give students chances to test, apply, and hone their entrepreneurial skills. Brimming with Insight: tips, tried-and-true methods, pitfalls to avoid, and other important considerations based on real life experiences. Extensive supplemental material: Additional interactive cases, demonstrations of financial techniques, sample business plans and sample legal documents are all available on the book's website, making this a very comprehensive introduction to entrepreneurship. New to this Edition NEW featured case on real-life entrepreneur Wayne McVicker's Starting Something. McVicker's award-winning book is condensed into a 90-page casebook available for download on the student BCS. Follow the engrossing story of software firm-turned-dotcom powerhouse Neofoma. Paired with the text, this casebook gives the 3rd edition a more experiential approach! NEW real-world case studies: Even more new or revised examples have students confront the problems that challenge every entrepreneur—over 36 cases, mini-cases, and profiles! NEW ?Management Track? added: Based on the master case's company, Neofoma, key management topics in entrepreneurship are addressed and explored in an academic context. Alongside the Introduction to Entrepreneurship and Entrepreneurial Finance tracks, this text lends itself to use in multiple courses! Greater emphasis on application: In four roadmap phases of entrepreneurship, students practice the skills required to start and build a company in today's complex world.

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