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Entrepreneurs who need to find the solutions to key challenges will turn to Bygrave. Entrepreneurship, 3rd Edition explores the trials and tribulations of entrepreneurship so that they ' ll have the necessary tools to start their own businesses. It offers coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. A chapter on entrepreneurial selling that examines how to sell to multiple stakeholders is included in this text, as well as case studies that provide relevant views. Up-to-date examples and references provide entrepreneurs with the most useful information.

"Entrepreneurs who need to find the solutions to key challenges will turn to Bygrave. The second edition explores the trials and tribulations of entrepreneurship so that they'll have the necessary tools to start their own businesses. It offers new coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. A new chapter has been added on entrepreneurial selling that examines how to sell to multiple stakeholders. New case studies have also been added to several chapters to provide more relevant views. In addition, updated examples and references are included to provide entrepreneurs with the most useful information."--

Entrepreneurship, 4th Edition delves into the trials and tribulations of entrepreneurship so students will have the necessary tools to start their own businesses. It provides coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. Up-to-date examples and references provide entrepreneurs with the most essential information.

Entrepreneurship, Canadian Edition combines the concepts and theories of entrepreneurship with practical instruction and a range of real – life examples and cases. The concepts cover what aspiring entrepreneurs need to know to start and grow their businesses while the examples and cases tell the stories of real entrepreneurs. The text covers all stages of the entrepreneurial process from searching for an opportunity to shaping it into a commercially attractive product or service, launching the new venture, and building it into a viable business. Canadian author and successful entrepreneur, Dr. Sean Wise of Ryerson University, is highly regarded in the industry and believes that students can learn from top entrepreneurs in Canada, as well as the U.S. and globally. Dr. Wise is the host of The Naked Entrepreneur Show, a web based series devoted to the topic that features interviews with entrepreneurs and those involved in entrepreneurship. Clips from the show are mapped to concepts in the text, making the text more engaging, relevant, and current.

Examines the role of venture capital in the creation of new businesses. The book provides information on the size of the industry and how risk-taking and the time perspectives of its practitioners are changing, and shows how venture capital is more than a question of lending money.

Entrepreneurship, 5th Edition helps aspiring entrepreneurs understand the process of starting a new venture and appreciate the vital role of entrepreneurship in the economy. This accessible textbook explains the steps involved in starting a new company, and offers insights on engaging with startups as investors, bankers, accountants, lawyers, vendors, customers, and employees. Delving into the real-world trials and tribulations of entrepreneurship, the text covers every stage of the entrepreneurial process, from searching for an opportunity and molding it into an attractive product or service, to launching, growing, and eventually harvesting the new venture. The fully revised and updated fifth edition integrates core concepts of entrepreneurship and practical case studies—enabling students to develop an inclusive perspective on how businesses are born, grow, and succeed or fail. The authors explore the entrepreneurial competitiveness of nations throughout the world, describe the critical factors for starting a new enterprise and building it into a successful business, and demonstrate how to build a workable business model. Clear, straightforward chapters cover each essential area of entrepreneurship, including marketing, strategy, team building, financial projections, business planning, and more.

This accessible, reader-friendly text guides you through a complete life cycle of the firm as it introduces the theories, knowledge, and corporate finance tools and techniques an entrepreneur needs to start, build, and eventually harvest a successful venture. With a strong emphasis on sound financial management practices, the text explores important issues entrepreneurs face, including how and where to obtain financing, using business cash flow models, and positioning the early-stage company strategically. You will also gain an understanding of how to interact effectively with financial institutions and regulatory agencies that can affect venture growth and enable liquidity for investors. Drawing on real-life entrepreneurial ventures and common financial scenarios, the authors include an in–depth capstone case, numerous mini–cases, and abundant examples to engage your interest and vividly illustrate key concepts such as venture capital funds, institutional investors, strategic alliances, the role of business angels, licensing agreements, and exit strategies. Trust ENTREPRENEURIAL FINANCE, Fifth Edition, to provide the skills and confidence you need for entrepreneurial success in today's markets. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A reference for prospective entrepreneurs covers such topics as identifying sound business opportunities, creating a business plan, calculating financial projections, working with venture capital and debt financing, getting assistance, marketing, and the Internet. Reprint.

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