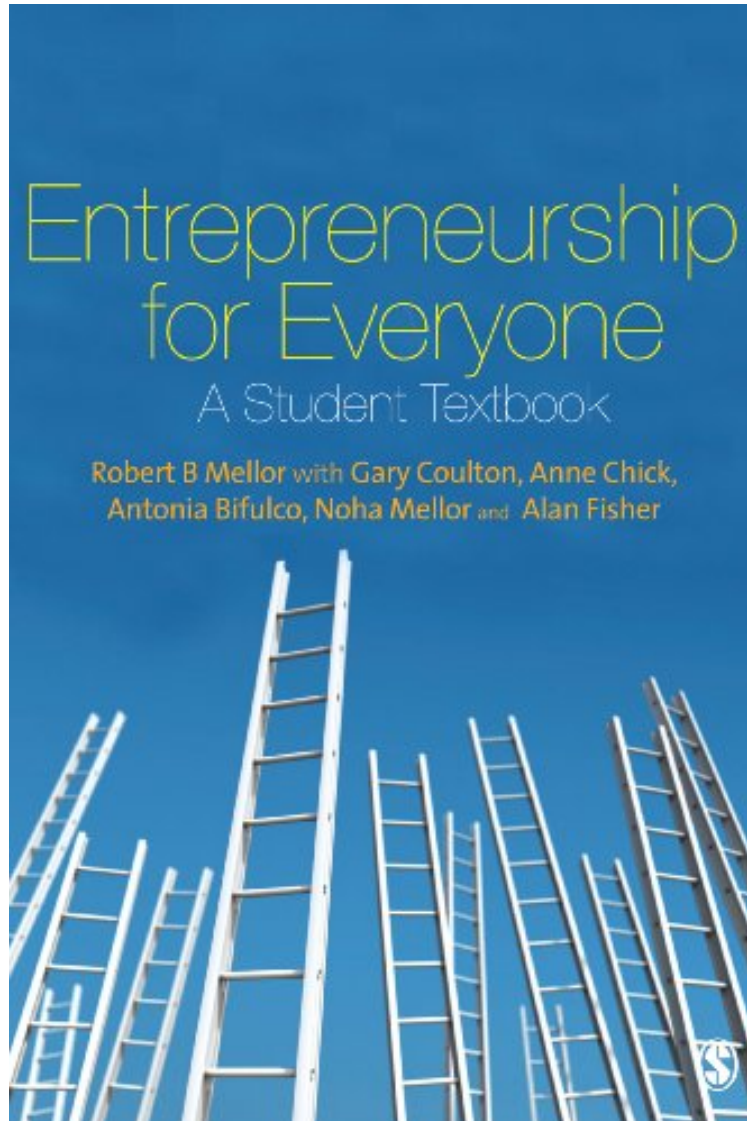


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Entrepreneurship for Everyone: A Student Textbook

Robert Mellor

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Robert Mellor : Entrepreneurship for Everyone: A Student Textbook before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship for Everyone: A Student Textbook:

'Innovative, well organised, readable and authoritative. This is a text that takes a modern and refreshing approach to a subject that is an essential ingredient on today's economic agenda' - Graham Beaver, Professor of Strategic Management, Visiting Professor to Queensland University of Technology, Fellow of the University of Warwick

everyone who wants to study entrepreneurship has a theoretical background in business. Specifically written for students who do not have a strong business theory background, the authors of *Entrepreneurship for Everyone* bring alive the crucial issues for understanding this dynamic field. Going beyond the traditional textbook, the authors equip students with the necessary business knowledge and essential practical advice on applying that knowledge in the real world, to a range of types of industry - from sustainable industries, information technology, healthcare, biotechnology, as well as the musical and creative industries. Key entrepreneurship concepts that are covered include: the theories and tools of creative thinking-market research -intellectual property protection-relevant economics. If you are coming to this area anew, and especially if you are interested in how entrepreneurship is applied, putting this text back on the shelf could cost you real success.

This book is deeper than just new venture formation. New value chains lead to competitive advantage. Internet music etc are new value chains, "creative destruction" disintermediating old players. This book is for every professional and standard for engineers, scientists and the creative and health industries. R. Schumann, Entrepreneur. This book is deeper than just new venture formation. New value chains lead to competitive advantage. Internet music etc are new value chains, "creative destruction" disintermediating old players. This book is for every professional and standard for engineers, scientists and the creative and health industries. R. Schumann, Entrepreneur. From the Author: I teach computing, I have seen lecturers from the Business School come to my department to teach my students "Entrepreneurship". It was most often a disaster! They go on about "go-getters" and the "Entrepreneurial Personality" while my students get glazed-over eyes and switch to another course. Clearly they do, they are nerds like me ... they don't have an "Entrepreneurial Personality" ... they like technical programming! So I decided to deliver the content myself and used two principles: Firstly that Entrepreneurship is about making new and better value chains ... doing things better! Then secondly embedding the topic so that it is directly relevant to IT students. A few years later I found a whole load of other high-profile experts in other Universities were interested in doing the same in their academic subjects, so we got together and produced this book, which covers IT students but now also students of Film, Music, Journalism, Health, Social Care, Biotechnology, Green and Sustainable areas. I started teaching this in 2000, so the material is quite well debugged and easy to understand; at least our students like it and appreciate having all the course material in one place. I am quite happy the book has been so warmly welcomed. I would like to see more lecturers taking up the challenge. I see better value chains everywhere; a new medicine is a better value chain, steel-framed buildings is a new value chain in Architecture and I am sure you can think of many examples and I hope you agree that the drive for innovation should be included in University education in all topics and subjects.