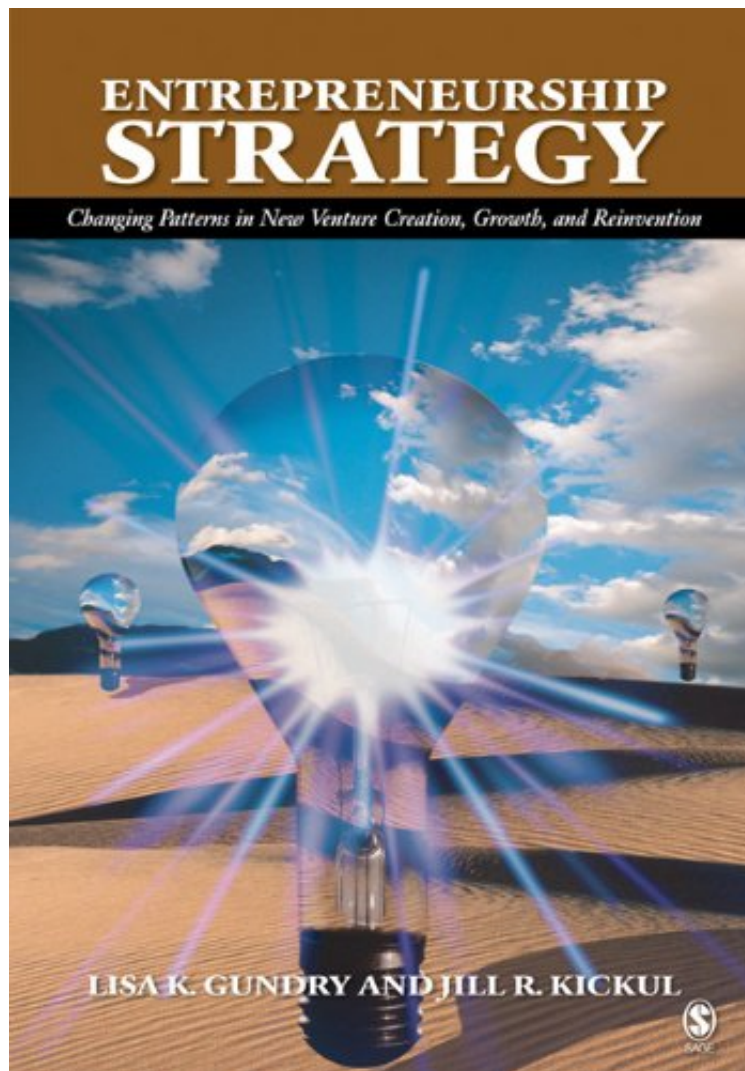


(Library ebook) Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention

Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention

Lisa K. Gundry, Jill Kickul

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"A complete book on entrepreneurial strategies with mini-business cases."--Charles Nahabedian (02/16/2010)"Excellent explanation of perceptual mapping. Very effective means of determining the relative importance of key drivers within an industry or marketplace. Most impressive is the integration of content and example in a balanced manner that does not emphasize any particular industry or venture type." --Jeffrey R. Alves (06/28/2006)"Business textbooks tend not to be the most stimulating reads, but a new one by two professors seeks to change that image. Entrepreneurship Strategy by Lisa K. Gundry and Jill R. Kickul offers lots of cases, checklists, sample documents, and suggestions. Case examples include well-known companies . . . In addition, there is understandable guidance on developing financial statements and marketing plans."--David E. Gumpert"businessweek.com" (02/28/2007)"The Strategy in Action approach differentiates this work. I also appreciate the ethics references made throughout the chapters. This is how ethics should be taught, rather than in a course entitled Ethics. The authors pump life into the subject rather than academics. " --Richard L. Smith (06/28/2006)"I really liked the use of the term social capital and the message that it should be viewed as an investment by the entrepreneur who needs to chart a matrix of sorts of connections and potential positive outcomes per connection. Also, the appendix on networking and organizational resources is absolutely super!"--George S.Vozikis (06/28/2006)"The Strategy in Action approach differentiates this work. I also appreciate the ethics references made throughout the chapters. This is how ethics should be taught, rather than in a course entitled Ethics. The authors pump life into the subject rather than academics. " --Richard L. Smith (06/28/2006)"Excellent explanation of perceptual mapping. Very effective means of determining the relative importance of key drivers within an industry or marketplace. Most impressive is the integration of content and example in a balanced manner that does not emphasize any particular industry or venture type." --Jeffrey R. Alves (06/28/2006)"Business textbooks tend not to be the most stimulating reads, but a new one by two professors seeks to change that image. Entrepreneurship Strategy by Lisa K. Gundry and Jill R. Kickul offers lots of cases, checklists, sample documents, and suggestions. Case examples include well-known companies . . . In addition, there is understandable guidance on developing financial statements and marketing plans."--David E. Gumpert"businessweek.com" (02/28/2007)"I really liked the use of the term social capital and the message that it should be viewed as an investment by the entrepreneur who needs to chart a matrix of sorts of connections and potential positive outcomes per connection. Also, the appendix on networking and organizational resources is absolutely super!"--George S.Vozikis (06/28/2006)"The 'Strategy in Action' approach differentiates this work. I also appreciate the ethics references made throughout the chapters. This is how ethics should be taught, rather than in a course entitled Ethics. The authors pump life into the subject rather than academics. " --Richard L. Smith (06/28/2006)"I really liked the use of the term 'social capital' and the message that it should be viewed as an investment by the entrepreneur who needs to chart a matrix of sorts of connections and potential positive outcomes per connection. Also, the appendix on networking and organizational resources is absolutely super!"--George S.Vozikis (06/28/2006)-A complete book on entrepreneurial strategies with mini-business cases.---Charles Nahabedian (02/16/2010)-The -Strategy in Action- approach differentiates this work. I also appreciate the ethics references made throughout the chapters. This is how ethics should be taught, rather than in a course entitled Ethics. The authors pump life into the subject rather than academics. - --Richard L. Smith (06/28/2006)-Excellent explanation of perceptual mapping. Very effective means of determining the relative importance of key drivers within an industry or marketplace. Most impressive is the integration of content and example in a balanced manner that does not emphasize any particular industry or venture type.- --Jeffrey R. Alves (06/28/2006)-Business textbooks tend not to be the most stimulating reads, but a new one by two professors seeks to change that image. Entrepreneurship Strategy by Lisa K. Gundry and Jill R. Kickul offers lots of cases, checklists, sample documents, and suggestions. Case examples include well-known companies . . . In addition, there is understandable guidance on developing financial statements and marketing plans.---David E. Gumpert-businessweek.com- (02/28/2007)-I really liked the use of the term -social

capital- and the message that it should be viewed as an investment by the entrepreneur who needs to chart a matrix of sorts of connections and potential positive outcomes per connection. Also, the appendix on networking and organizational resources is absolutely super!--George S.Vozikis (06/28/2006) "A complete book on entrepreneurial strategies with mini-business cases." (Charles Nahabedian 2010-02-16)"The "Strategy in Action" approach differentiates this work. I also appreciate the ethics references made throughout the chapters. This is how ethics should be taught, rather than in a course entitled Ethics. The authors pump life into the subject rather than academics;" (Richard L. Smith 2006-06-28)"Excellent explanation of perceptual mapping. Very effective means of determining the relative importance of key drivers within an industry or marketplace. Most impressive is the integration of content and example in a balanced manner that does not emphasize any particular industry or venture type." (Jeffrey R. Alves 2006-06-28)"Business textbooks tend not to be the most stimulating reads, but a new one by two professors seeks to change that image. Entrepreneurship Strategy by Lisa K. Gundry and Jill R. Kickul offers lots of cases, checklists, sample documents, and suggestions. Case examples include well-known companies . . . In addition, there is understandable guidance on developing financial statements and marketing plans." (David E. Gumpert businessweek.com 2007-02-28) "I really liked the use of the term "social capital" and the message that it should be viewed as an investment by the entrepreneur who needs to chart a matrix of sorts of connections and potential positive outcomes per connection. Also, the appendix on networking and organizational resources is absolutely super!" (George S.Vozikis 2006-06-28)About the AuthorLisa Gundry is Professor of Management in the Charles H. Kellstadt Graduate School of Business at DePaul University, where she teaches courses in Creativity in Business, Entrepreneurship New Venture Management, and Entrepreneurship Strategy. She is Director of the Leo V. Ryan Center for Creativity and Innovation at DePaul. The Center offers programs on creative discovery and business innovation to the academic and business communities. Dr. Gundry was awarded the Innovation in Business Education Award in 1997, by the American Assembly of Collegiate Schools of Business (AACSB) Mid-Continent East Association. She has also received the DePaul University Excellence in Teaching Award. Her most recent book is entitled, Breakthrough Teams for Breakneck Times: Unlocking the Genius of Creative Collaboration (Dearborn Pub: 2001, with L. LaMantia). She is also co-author of Blueprints for Innovation, with Charles W. Prather, 1995, Amacom, and Field Casework: Methods for Consulting to Small and Start-up Businesses, (Sage with A. Buchko, 1996). Dr. Gundry has published numerous articles in journals including, Journal of Business Venturing, Journal of Management, Journal of Business Ethics, Human Relations, Journal of Small Business Management, IEEE Transactions on Engineering Management, International Journal of Entrepreneurship and Innovation, Journal of Enterprising Culture, Journal of Developmental Entrepreneurship, and Organizational Dynamics. She conducts research on issues related to innovative processes in organizations, entrepreneurial growth strategies, and creativity in business. Her work has been featured in media such as The Wall St. Journal, Newsweek, Business Week, Chicago Tribune, Crain's Chicago Business. Jill Kickul is the Forsythe Chair in Entrepreneurship at the Thomas C. Page Center for Entrepreneurship Richard T. Farmer School of Business Miami University. Dr. Kickul received the 2000 Management Department Teaching Innovation and Assessment Award. She has taught entrepreneurship internationally for the Helsinki School of Economics (Global Entrepreneurship) and for the International Bank of Asia (Hong Kong MBA Program). Her research interests include entrepreneurial intentions and behavior, strategic and innovation processes in start-up ventures, and, most recently, women in entrepreneurship. Dr. Kickul has many publications in entrepreneurship and management journals, including: Journal of Management, Journal of Small Business Management, Journal of Organizational Behavior, Frontiers of Entrepreneurship Research, International Journal of Entrepreneurship and Innovation, International Journal of Cross-Cultural Management, and Journal of Business Ethics. Within the business community, she is currently working with local and state government leaders in identifying and assisting women entrepreneurs and their organizations create and facilitate new economic growth for their communities.