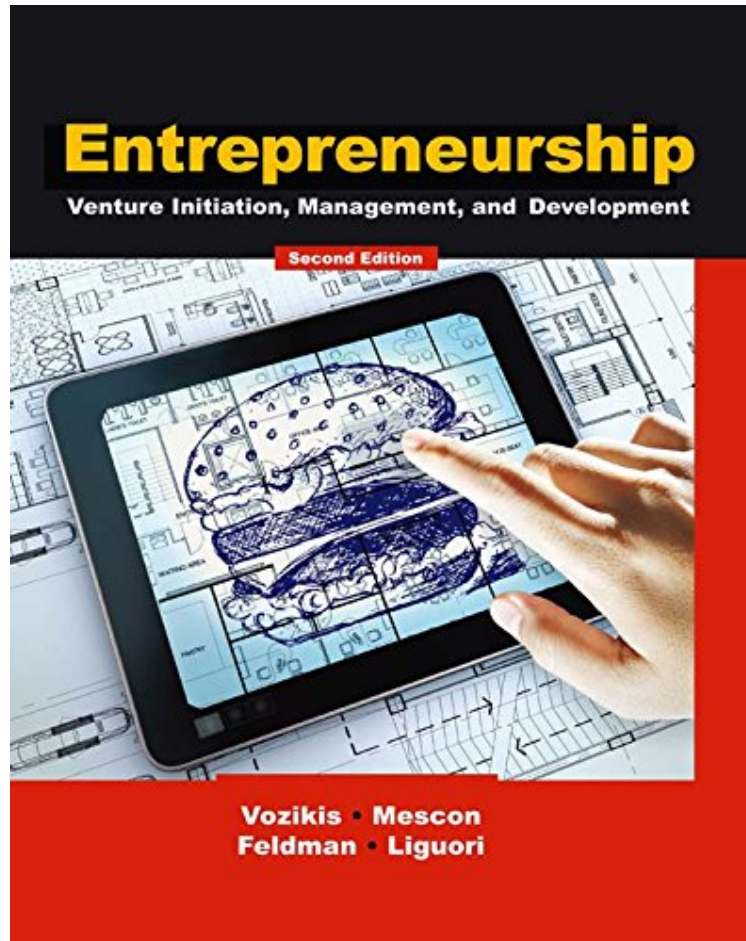


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Entrepreneurship: Venture Initiation, Management and Development

George Vozikis, Timothy Mescon, Howard Feldman, Eric W Liguori
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George Vozikis, Timothy Mescon, Howard Feldman, Eric W Liguori : Entrepreneurship: Venture Initiation, Management and Development before purchasing it in order to gauge whether or not it would be worth my time, and all praised Entrepreneurship: Venture Initiation, Management and Development:

The authors present core concepts of entrepreneurship in an easy-to-follow, logical sequence. Starting with basic definitions and an overarching conceptual framework in Part I, the book then addresses topics pertaining to Venture Initiation (Part II), Venture Management (Part III), and Venture Development (Part IV). Each chapter contains a case study in which a real-life entrepreneur, who confronts the issues of growth and competition, is followed. Venture initiation and development are key components of this book. Entrepreneurship has all the standard features that entrepreneurs-in-training need. The book's strength, however, lies in the clear, straightforward, and logical manner in

which the various topics within this complex subject are presented. The book also includes learning objectives, outlines, terms, and review questions.

"Learning how to start your own business is not enough. The key is learning to identify and create opportunities, to find ways to innovate and grow. This book goes beyond teaching you about self-employment. This text introduces you to being both an entrepreneur and an intrapreneur, seeking opportunities for existing organizations. This book will prepare you for success in the competitive global economy." --Frank Hoy, Worcester Polytechnic Institute
"This book takes students through the entrepreneur's journey in a logical manner. After the introduction, topics proceed sequentially from starting the venture through managing it, and then on to developing it further. Throughout the book, there are many examples, discussion questions, and other teaching tools that enhance the student's learning experience." --Gary Castrogiovanni, Florida Atlantic University
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