

## Entrepreneurship Book By Robert D Hisrich Pdf Download

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The Big Ripoff  
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 Technology Entrepreneurship  
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 The 4 Routes to Entrepreneurial Success  
 International Business in the 21st Century [3 volumes]  
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OMB No. 9963526143418 edited by

### XIMENA CHURCH

McGraw-Hill College

Recognizing the unique needs of the technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market. Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation, issues of most relevance to technology start-ups Extensive discussion of technology management and continuous innovation as a competitive advantage Addresses the issue of leading, managing, motivating, and compensating technical workers More time on the fundamentals of marketing and selling, as these are elements of entrepreneurship commonly most neglected by engineers and scientists

*The Big Ripoff* SAGE Publications

Starting A Craft Business is a fresh and innovative inspirational business guidebook for individuals who love to make handcrafted or art items and want to make money while enjoying their talent. Whether the craft artisan is a retired school teacher, vacation bible school craft teacher, disabled professional, or simply a lover of any form of art or craft, this book will help to make their dreams and aspirations of business ownership become a reality.

### SOCIAL ENTREPRENEURSHIP

Academic Press

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

### TECHNOLOGY ENTREPRENEURSHIP

John Wiley & Sons

A hands-on resource that shows nonprofits how to adopt entrepreneurial behaviors and techniques The rising spirit of social entrepreneurship has created all kinds of new opportunities for nonprofit organizations. But at the same time, many are discovering more than their share of challenges as well. This essential book will help anyone in the field gain the necessary skills to meet these challenges. Written by the leading thinkers and practitioners in the field, Enterprising Nonprofits offers concise and engaging explanations of the most successful business tools being used by nonprofits today. The authors clearly describe all the concepts so you'll be able to embrace the methods of social enterprise for your organization. With this book, you'll learn how to use practical business techniques to dramatically improve the performance of your nonprofit. Praise for Enterprising Nonprofits "I can't imagine a better team to bring powerful insights and practical guidance to social entrepreneurs. Readers will be inspired by the examples, and then they will roll up their sleeves to apply the many useful management tools in this engaging book."-Rosabeth Moss Kanter, Harvard Business School, Author of *Evolve!*: Succeeding in the Digital Culture of Tomorrow "In one book, Enterprising Nonprofits does for social entrepreneurs what countless volumes have done for entrepreneurs in the business sector. A wonderful mixture of analysis, practical advice, and inspiration."-Paul Brest, President, William and Flora Hewlett Foundation All of the royalties from this book will be used by the Ewing Marion Kauffman Foundation to support continuing work on social entrepreneurship.

### INFORMAL ETHNIC ENTREPRENEURSHIP

Springer

Brings together a range of empirical studies, which disclose and substantiate the so-called experience economy with a particular focus on its entrepreneurial aspects. This book elaborates and clarifies the entrepreneurial nature of the experience economy.

### ACADEMIC ENTREPRENEURSHIP: CREATING THE ECOSYSTEM FOR YOUR UNIVERSITY

SAGE Publications

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. . . The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. .

*Entrepreneurial Leadership* Edward Elgar Publishing

With the increasing interest in entrepreneurship, a wealth of new ideas and technologies, and a need for new sources of revenue, the focus of this book is to provide insights on the process, elements, and activities needed for a university to successfully create new entrepreneurial ventures. The topics covered include: establishing the process itself, patents and copyrights, the role of incubators and accelerators, and funding sources for starting and growing the new ventures. This book provides the basics for a university to fulfill its third mission — to positively impact the well being of the surrounding area and the local, national, and world economies.

*Impetus of Growth and Competitive Advantages* Univ of California Press

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**International Entrepreneurship** Springer

This comprehensive, three-volume set covers every aspect of international business operations and offers a detailed discussion of important issues looming on the horizon. • More than 100 expert contributors, ranging from a U.S. state governor to recognized leaders in the academic community to successful international business leaders • Illustrations throughout • An executive summary at the end of each chapter to make it easier for the reader to relate the chapter to a particular problem or area of interest • A reference list at the end of each chapter

**Entrepreneurship** Edward Elgar Publishing

Combining comprehensive coverage with a wide variety of real-life cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures throughout the world.

**The 4 Routes to Entrepreneurial Success** SAGE Publications

Details the personality traits of four types of entrepreneurs, examines how they succeed and fail, and shows would-be entrepreneurs how to apply these principles to achieve success

### INTERNATIONAL BUSINESS IN THE 21ST CENTURY [3 VOLUMES]

ABC-CLIO

This book presents a wide range of issues involved in entrepreneurship and small industry. The book has 12 chapters divided in two parts. Part A: Entrepreneurship Consisting of Concept of Entrepreneurship, Entrepreneur, Entrepreneurial Competency and Development of Entrepreneurial

Competency. Part B: Small Business: Consisting of Introduction to Small Scale Industries, Enterprise Creation, Business Plan, Support Agencies for Implementation of the Project and Sickness in Small Scale Industries. This book will serve as a textbook for various courses like B.Com. B.B.M. B.E. M.B.A. of all Indian universities. Key Features: \* Charts are provided for easy understanding of the concepts. \* Proformas \* Profiles of Successful Entrepreneurs \* Questionnaires \* Skill Development Exercises \* Exercises for self evaluation and objective type and application type questions

#### **JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP**

InterVarsity Press

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**Starting, Developing, and Managing a Global Venture** Greenwood Publishing Group  
 Elgar Advanced Introductions are stimulating and thoughtful introductions to major fields in the social sciences, business and law, expertly written by some of the world's leading scholars. Designed to be accessible yet rigorous, they offer concise an

#### **STARTING, DEVELOPING, AND MANAGING A GLOBAL VENTURE**

Excel Books India

**RETHINK, RETOOL AND REENGINEER YOUR CAREER** This book is an entrepreneurial feasibility examination exercise divided into two essential parts with the first part directed toward your decision to become an entrepreneur including numerous case studies followed by a trait and personality self-assessment chapter to determine your entrepreneurial potential and a chapter on venture selection. The second part of the book is devoted to building your body of knowledge on the key subjects that you will need to be successful, such as business plan preparation and presentation, marketing, capital formation, securities compliance, and exit strategies. The book also contains numerous graphs and flow charts of all the chronological stages of the entrepreneurial journey. You should finish this book with the knowledge that you have the right stuff to begin your entrepreneurial journey or the wisdom to pursue other life choices. For more information, please visit [www.newventurecoach.org](http://www.newventurecoach.org)

#### **WHAT ENTREPRENEURS NEED TO KNOW ABOUT GOVERNMENT**

I. K. International Pvt Ltd

This book explores different topics in the field of female entrepreneurship, such as motivational

factors of female entrepreneurs, career perspectives of women, social female enterprises, tourism and hospitality, and emotional and institutional support of female entrepreneurial initiatives in the perspective of different transitional countries.

**Trends and Challenges** Berrett-Koehler Publishers

This book focuses on gender and family entrepreneurship, as they are interrelated concepts particularly important in today's global society. The book highlights the significance of the role of gender in the development and growth of family businesses. It helps readers understand the role of family dynamics in business, particularly in terms of succession planning, strategic development and internationalization. Often, both gender and family entrepreneurship are studied independently, but this book aims to marry both perspectives with a novel approach. This creates a synergy between gender and family entrepreneurship that increases the potential value to entrepreneurship scholarship, policy and business practice. This edited book is a useful and insightful addition to the entrepreneurship field.

#### **A GUIDE TO RULES AND REGULATIONS**

Xlibris Corporation

This book combines theoretical perspectives and empirical evidence on open innovation and entrepreneurship as two essential ways to help entrepreneurial businesses grow and achieve a competitive advantage. Discussing essential issues at the nexus of entrepreneurship and open innovation, such as enterprise growth, creating competitive advantage, implementation of open innovation, and the overall corporate strategy, the respective contributions demonstrate how open innovation can provide a vital impetus to the growth of entrepreneurial businesses and pave a new way to achieving a competitive edge.

#### **CHANGING CURRENTS IN EDUCATION AND PUBLIC LIFE**

World Scientific

'Creativity and Entrepreneurship speaks to an experiment in which we are all today participating' in academia, in research, in commercial enterprise and in culture. Moving beyond traditional borders, sometimes because we must and other times simple

#### **The Emerald Handbook of Women and Entrepreneurship in Developing Economies**

McGraw-Hill/Irwin

Combining comprehensive coverage with a wide variety of real-life cases, International Entrepreneurship: Starting, Developing, and Managing a Global Venture gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures throughout the world.

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