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Patterns of Entrepreneurship Management (Fourth Edition)

By Anthony C. Warren, Jack M. Kaplan

Wiley India Pvt. Ltd, 2015. Softcover. Book Condition: New. 4th edition. This fourth edition prepares entrepreneurs for the rewards and pitfalls of this career choice. It explores a new theme throughout the chapters on how to effectively manage a start-up company. Focus on Real Entrepreneurs sections highlight how entrepreneurs position their companies to meet the various marketing, financial and technological challenges. Management Track sections present key management issues while following the development of a real company. Entrepreneurs will also find real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world. Preface List of Cases and Profiles Part One: Getting Started as An Entrepreneur Chapter 1 The Entrepreneurial Process Introduction Profile: Wayne McVicker--A Typical Entrepreneur An Entrepreneurial Perspective Commonly Shared Entrepreneurial Characteristics Types of Entrepreneurs The Need to Control The Spider web Model Finding Early Mentors Managing Stress The Five-Stage Entrepreneurial Process The Growth of Entrepreneurial Companies The Growth Period Entrepreneurship Roller Coaster So Why Become an Entrepreneur? Use the Master-Case to Develop Management Skills Summary Study Questions Exercises Interactive Learning on the Web Additional Resources Additional Cases for Reading Endnotes Chapter 2 The Art of Innovation...



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