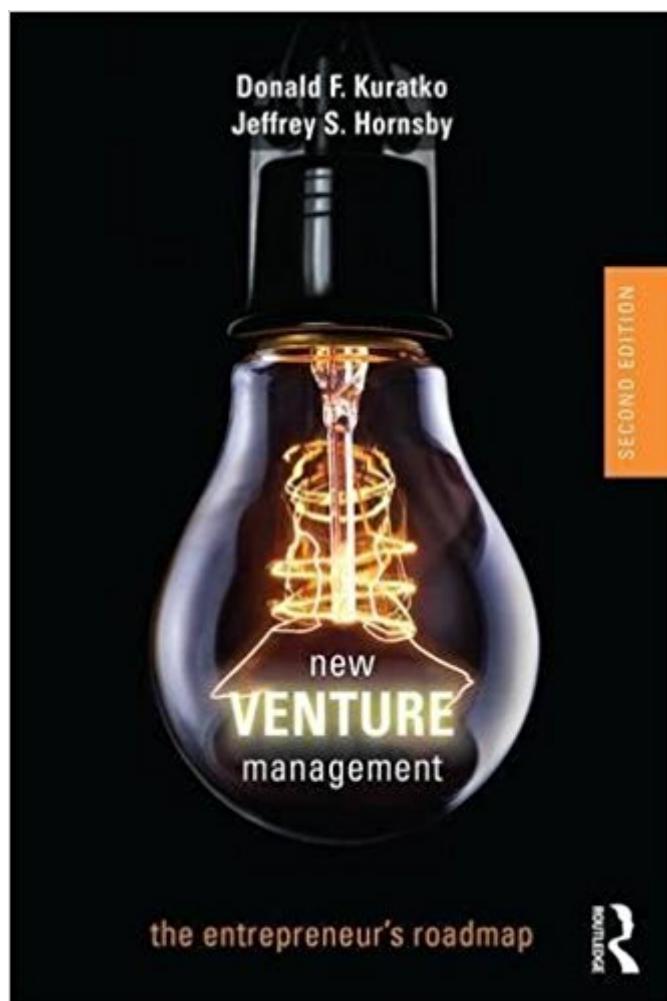


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New Venture Management: The Entrepreneur's Roadmap



Synopsis

This book offers students a comprehensive, accessible guide to launching and managing a new venture. Beginning with the planning process and continuing to marketing, financing, and growth, it gives students the insights and practical skills they need to be successful entrepreneurs. This edition’s structure aligns more logically with the venture’s lifecycle, so the reader is equipped to develop a strong business model. The authors combine updated planning exercises, end-of-chapter consultation questions, and a sample business plan with new material, including: a new chapter on ideation, the Business Model Canvas, and lean start-up that covers the latest methodology in idea generation and opportunity recognition to provide a tool for developing a business concept; a new chapter on the various pathways for creating a new venture, including setting up an online venture as well as managing the day-to-day aspects of running a business; a revised chapter on start-up capital and crowdfunding that helps students raise capital through social media; a revised chapter on managing growth through HR planning, helping students to navigate growth on a global level successfully and ethically. Students in entrepreneurship and new venture management classes will find New Venture Management a valuable resource. A companion website features an instructor’s manual, test bank, PowerPoint slides, and further resources to aid instructors and students in applying their knowledge.

Book Information

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Customer Reviews

"This is an invaluable road map, not just for anyone thinking about starting a new business, but also

for those wanting to unravel the mysteries of entrepreneurship. This important, easy-to-read book, written by two giants in the field of entrepreneurship, makes the complicated process of launching a new business seem straightforward and within anyone's grasp. It is written in a systematic and compelling manner that is accessible, reader-friendly and, perhaps most importantly, fundamentally correct. It is an essential book for all those involved in entrepreneurial startups, whether it's their first or last new venture." David B. Audretsch, Indiana University, Bloomington, USA "This is an excellent textbook for undergraduate or graduate entrepreneurship classes. The material is very practical and yet its effectiveness is mainly due to its grounding in the research of these two leading scholars. No one blends practice and theory better than this writing team. Kuratko and Hornsby have written a book that will meet all the needs of an introductory entrepreneurship course." Michael Goldsby, Ball State University, USA "I'm generally skeptical about textbooks in comparison to deep experiential learning, but learners also need content knowledge well-organized. Kuratko and Hornsby came up with a text that can also serve as a good reference book to accompany more experiential pedagogy. I'm adding this to my bookshelf." Norris F. Krueger, Entrepreneurship Northwest, USA

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