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| Nota di contenuto | Cover -- Dedication -- Brief Contents -- Contents -- Preface -- Acknowledgments -- About the Authors -- Part 1: Decision to Become an Entrepreneur -- Chapter 1: Introduction to Entrepreneurship -- Opening Profile-SuperJam: The Classic Entrepreneurial Story -- Introduction to Entrepreneurship -- What is Entrepreneurship and Why is it Important? -- Why Do People Become Entrepreneurs? -- Be Their Own Boss -- Pursue Their Own Ideas -- Pursue Financial Rewards -- Characteristics of Successful Entrepreneurs -- Passion for the Business -- What Went Wrong? Prim: How a Lack of Passion and Resolve Can Kill a Business -- Product/Customer Focus -- Tenacity Despite Failure -- Execution Intelligence -- Savvy Entrepreneurial Firm: Pandora: What's Possible When an Entire Company Has "Tenacity" -- Common Myths About Entrepreneurs -- Myth 1: Entrepreneurs Are Born, Not Made -- Myth 2: Entrepreneurs Are Gamblers -- Myth 3: Entrepreneurs Are Motivated Primarily by Money -- Myth 4: Entrepreneurs Should Be Young and Energetic -- Myth 5: Entrepreneurs Love the Spotlight -- Types of Start-Up Firms -- Partnering for Success: Start-up Incubators and Accelerators: A New Way of Gaining Access to Mentors, Partners, Investors, and Other Critical Start-up Resources -- Changing Demographics of Entrepreneurs -- Women Entrepreneurs -- Minority Entrepreneurs -- Senior Entrepreneurs -- Young Entrepreneurs -- The Positive Effects of Entrepreneurship and Entrepreneurial Firms -- |

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Sommario/riassunto

For courses in entrepreneurship. A Comprehensive Guide to Business Ventures Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully start their own businesses. With real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The Fifth Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and the difficulty of launching one's own business. Careful to identify failures as well as successes, Successfully Launching New Ventures is a straightforward guide to starting one's own business.
