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Descrizione fisica	1 online resource (xviii, 230 pages) : illustrations (some colour)
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Soggetti	Entrepreneurship Management Industrial management Business ethics Risk management Innovation/Technology Management Business Ethics Risk Management
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Foundation of Entrepreneurial Management -- Entrepreneurial Business Planning -- Creativity, Innovation and Entrepreneurial Manager -- Entrepreneurial Risk Management -- Entrepreneurial Marketing Mix -- Organizing an Entrepreneurial Venture -- Raising Capital for the Entrepreneurial Path -- Entrepreneurial Business Growth -- E-Commerce Challenges and Entrepreneurial Manager -- Business Ethics, Social Responsibility and Entrepreneurial Manager -- Entrepreneurial Family Business and Succession Management. .
Sommario/riassunto	This textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management. It first introduces readers to the fundamentals of entrepreneurial management, the nature of entrepreneurial managers and business planning, before exploring the specific topics of creativity and innovation, risk management, entrepreneurial marketing and organization as well as

financing. The authors then move to contemporary topics such as entrepreneurial growth strategies, e-commerce challenges, ethical and socially responsible entrepreneurial management, franchising, and managing entrepreneurial family ventures. Each chapter provides a case study and several practice-based examples to help explain the concepts. By providing a truly international approach, this text offers ample theoretical and empirical insights into entrepreneurship and small business management. It is a valuable and up-to-date resource for teachers and students of entrepreneurship. .
