

1. Record Nr.	UNINA9910807091103321
Autore	Lawrence Peter A
Titolo	Enterprise in action : a guide to entrepreneurship // Peter Lawrence
Pubbl/distr/stampa	Chichester [England], : John Wiley and Sons, Inc., 2013
ISBN	1-119-20812-2 1-118-66171-0 1-299-40252-6 1-118-64425-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (270 p.)
Disciplina	658.1/1
Soggetti	Entrepreneurship New business enterprises - Management Organizational change
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Change and opportunity -- Destination : core competence -- A natural history of innovation -- Shades of originality.
Sommario/riassunto	An authoritative guide to understanding and mastering the core issues and competencies involved in entrepreneurial success Where do entrepreneurial opportunities arise? How do successful entrepreneurs exploit trends? What is the role of innovation in entrepreneurship? How do companies get started and become self-sustaining? Based on studies of 80 companies, including 30 Sunday Times Fast Track Companies, and 20 highly successful US entrepreneurial firms, this book answers these and many other key questions about entrepreneurship. This authoritative guide to the world of entrepr