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Autore	Harper Stephen C
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : the nature of entrepreneurship -- Essential entrepreneurial qualities and capabilities -- What type of venture do you have in mind? -- Identifying new venture opportunities -- Ventures that capitalized on market gaps -- Evaluating new venture opportunities -- Developing the business plan -- Components of the business plan -- Sources of funding -- Debt financing -- Seeking investors -- Going the angel route -- Venture capital funding -- Initial public offering -- Epilogue : entrepreneurial do's and don'ts.
Sommario/riassunto	The 21st Century brings all new rules. Entrepreneurs are challenging conventional wisdom and thinking outside the box. One of the first challenges involves challenging the assumption that a business has to be big to be successful. While most of the 20th century heralded big businesses, it is clear that businesses no longer have to be big to do big business. Now it is possible for a handful of people to operate a global business from virtually any place on the planet. Today, the keyboard has overtaken the boardroom. Financial markets, alliances,

and joint ventures have eliminated the need for e

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