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Altri autori (Persone)	LavertyMichael
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Nota di contenuto	The Entrepreneurial Perspective -- The Entrepreneurial Journey and Pathways -- The Ethical and Social Responsibilities of Entrepreneurs -- Creativity, Innovation, and Invention -- Identifying Entrepreneurial Opportunity -- Problem Solving and Need Recognition Techniques -- Telling Your Entrepreneurial Story and Pitching the Idea -- Entrepreneurial Marketing and Sales -- Entrepreneurial Finance and Accounting -- Launch for Growth to Success -- Business Model and Plan -- Building Networks and Foundations -- Business Structure Options: Legal, Tax, and Risk Issues -- Fundamentals of Resource Planning -- Next Steps.
Sommario/riassunto	This textbook is intended for use in introductory Entrepreneurship classes at the undergraduate level. Due to the wide range of audiences and course approaches, the book is designed to be as flexible as possible. Theoretical and practical aspects are presented in a balanced manner, and specific components such as the business plan are provided in multiple formats. Entrepreneurship aims to drive students toward active participation in entrepreneurial roles, and exposes them to a wide range of companies and scenarios.

