

1. Record Nr.	UNINA9910869165303321
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Titolo	66 Simple Rules for Entrepreneurs : A Roadmap for Improved Performance // by Dean A. Shepherd, Holger Patzelt, Nicola Breugst
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2024
ISBN	9783031620324 3031620321
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (142 pages)
Altri autori (Persone)	PatzeltHolger BreugstNicola
Disciplina	658.421
Soggetti	Entrepreneurship New business enterprises Strategic planning Leadership Business Strategy and Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: Introduction -- Chapter 2: Simple rules for recognizing opportunities -- Chapter 3: Simple rules for market selection and entry -- Chapter 4. Simple rules for entrepreneurial decision-making -- Chapter 5: Simple rules for developing plans and strategies -- Chapter 6: Simple Rules for Engaging External Stakeholders -- Chapter 7: Simple rules for working with cofounders -- Chapter 8: Simple rules for managing employees -- Chapter 9: Simple rules for growing your venture -- Chapter 10: Simple rules for riding the emotional rollercoaster -- Chapter 11: Simple rules for developing the social aspects of your venture -- Chapter 12: Simple rules for managing mistakes and failures -- Chapter 13: Simple rules for exiting Your entrepreneurial venture -- Chapter 14: Conclusion.
Sommario/riassunto	This open access book is your ticket to entrepreneurial success! Learn practical tips to think more like an entrepreneur, spot opportunities, build key relationships, tell compelling stories, and grow your venture. Discover the secrets to overcoming challenges, managing stress, and

making decisions in the dynamic world of entrepreneurship. Whether you're a seasoned entrepreneur or just starting, these straightforward tools will guide you to success in the complex entrepreneurial landscape. Say goodbye to overwhelming decisions and hello to a simplified path to building your entrepreneurial dream! Dean A. Shepherd is Ray and Milann Siegfried Professor of Entrepreneurship at the Mendoza College of Business at Notre Dame University, USA. He investigates the decision-making involved in leveraging cognitive and other resources to act on opportunities, responding with resilience to adversity, learning from experimentation (including failure), and the dark side of entrepreneurship. He is Fellow of the Academy of Management. He is past Editor-in-Chief of the Journal of Business Venturing. He has authored over 20 books and 180 publications in top management and entrepreneurship journals with over 80,000 Google cites. Holger Patzelt is Professor of Entrepreneurship at Technical University of Munich, Germany. He conducts research on business ventures, strategic entrepreneurship, and start-up failure. His work covers both psychological aspects, such as cognition and decision-making by entrepreneurs, and economic factors, such as the behavior and success of entrepreneurial organizations. Nicola Breugst is Professor of Entrepreneurial Behavior at Technical University of Munich, Germany. She focuses on the people side of entrepreneurship. Specifically, she focuses on entrepreneurial cognition, motivation, and affect and explores how these phenomena shape and are shaped by the entrepreneurs' social relationships, for example, with cofounders, employees, and feedback providers.
