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Advanced Introduction to Entrepreneurship (Elgar Advanced Introductions series)

Robert D. Hisrich

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Renowned entrepreneurship scholar Robert D. Hisrich provides insights into the venture creation process, as well as the entrepreneur as a person. He outlines the characteristics, motivations and decision making processes of the entrepreneur in different settings (including businesses, government organizations and non-profits/social enterprises) to provide a comprehensive understanding of the individual who creates a new venture.

Key features include:
- Insights into how creativity and innovation provide a base for developing an idea
- A history of the development of entrepreneurship and the changing nature of the entrepreneur
- A focus on important aspects of a business plan
- Unique perspectives from corporate executives, entrepreneurs and small business managers
- Ideas on building a lasting company and/or ending the venture.

Offering a concise, accessible and timely introduction to entrepreneurship, this thoughtful book will prove a valuable supplement to advanced students as well as practitioners of entrepreneurship and anyone interested in the field.

Contents: Entrepreneurship - A Historical Perspective 2. The Entrepreneur and Entrepreneurial Decision Making 3. Corporate, Government and Social Entrepreneurship 4. Creativity and Innovation 5. Identifying Opportunity 6. Creating and Protecting the Business Idea 7. The Business Plan 8. The Marketing Plan 9. The Financial Plan 10. The Organizational Plan 11. Obtaining Capital and other Resources 12. Launching the Venture 13. Growing the Venture 14. Building a Lasting Company and Ending the Venture Index

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