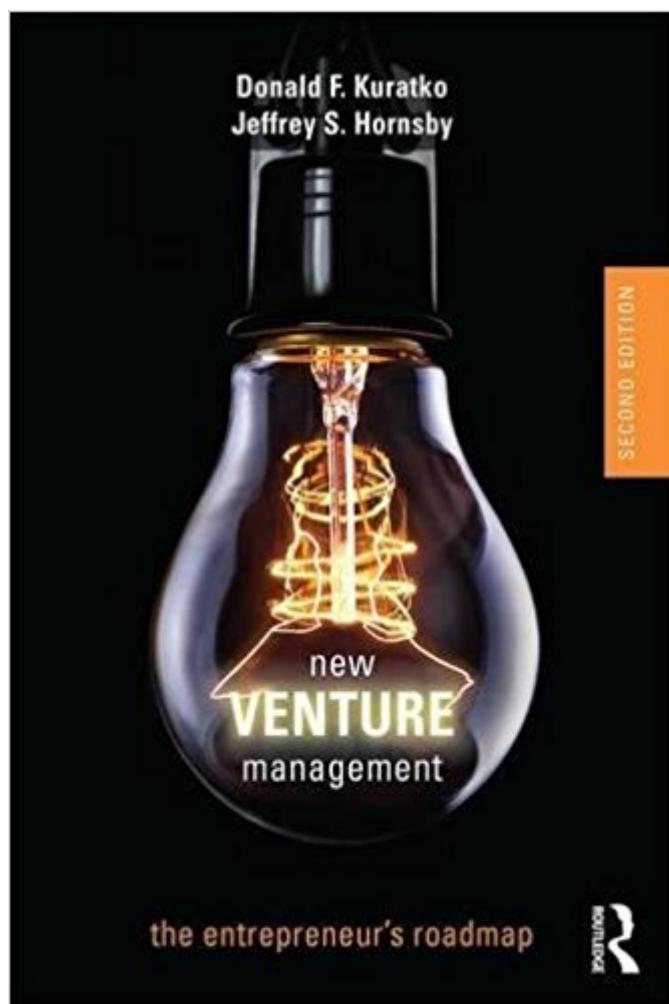


The book was found

New Venture Management: The Entrepreneur's Roadmap



Synopsis

This book offers students a comprehensive, accessible guide to launching and managing a new venture. Beginning with the planning process and continuing to marketing, financing, and growth, it gives students the insights and practical skills they need to be successful entrepreneurs. This edition’s structure aligns more logically with the venture’s lifecycle, so the reader is equipped to develop a strong business model. The authors combine updated planning exercises, end-of-chapter consultation questions, and a sample business plan with new material, including: a new chapter on ideation, the Business Model Canvas, and lean start-up that covers the latest methodology in idea generation and opportunity recognition to provide a tool for developing a business concept; a new chapter on the various pathways for creating a new venture, including setting up an online venture as well as managing the day-to-day aspects of running a business; a revised chapter on start-up capital and crowdfunding that helps students raise capital through social media; a revised chapter on managing growth through HR planning, helping students to navigate growth on a global level successfully and ethically. Students in entrepreneurship and new venture management classes will find New Venture Management a valuable resource. A companion website features an instructor’s manual, test bank, PowerPoint slides, and further resources to aid instructors and students in applying their knowledge.

Book Information

Paperback: 356 pages

Publisher: Routledge; 2 edition (July 7, 2017)

Language: English

ISBN-10: 1138208914

ISBN-13: 978-1138208919

Product Dimensions: 0.8 x 6 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #351,068 in Books (See Top 100 in Books) #82 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #269 in Books > Textbooks > Business & Finance > Entrepreneurship #506 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

Customer Reviews

"This is an invaluable road map, not just for anyone thinking about starting a new business, but also

for those wanting to unravel the mysteries of entrepreneurship. This important, easy-to-read book, written by two giants in the field of entrepreneurship, makes the complicated process of launching a new business seem straightforward and within anyone's grasp. It is written in a systematic and compelling manner that is accessible, reader-friendly and, perhaps most importantly, fundamentally correct. It is an essential book for all those involved in entrepreneurial startups, whether it's their first or last new venture." David B. Audretsch, Indiana University, Bloomington, USA "This is an excellent textbook for undergraduate or graduate entrepreneurship classes. The material is very practical and yet its effectiveness is mainly due to its grounding in the research of these two leading scholars. No one blends practice and theory better than this writing team. Kuratko and Hornsby have written a book that will meet all the needs of an introductory entrepreneurship course." Michael Goldsby, Ball State University, USA "I'm generally skeptical about textbooks in comparison to deep experiential learning, but learners also need content knowledge well-organized. Kuratko and Hornsby came up with a text that can also serve as a good reference book to accompany more experiential pedagogy. I'm adding this to my bookshelf." Norris F. Krueger, Entrepreneurship Northwest, USA

Donald F. Kuratko is the Jack M. Gill Distinguished Chair of Entrepreneurship, Professor of Entrepreneurship, and the Executive and Academic Director of the Johnson Center for Entrepreneurship and Innovation at the Kelley School of Business at Indiana University, USA. He has authored 190 articles and 30 books, including one of the leading entrepreneurship books in the world. Jeffrey S. Hornsby is Executive Director of the Regnier Institute for Entrepreneurship and Innovation, and Chair of the Department of Global Entrepreneurship and Innovation at the Bloch School of Management at the University of Missouri-Kansas City, USA. He has authored or coauthored over 140 articles and five books on entrepreneurship, innovation, and human resource management topics.

[Download to continue reading...](#)

New Venture Management: The Entrepreneur's Roadmap FBA: The Mastermind Roadmap to Discovering Lucrative Private Label Products that Sell on FBA (Mastermind Roadmap to Selling on with FBA Book 1) #BreakIntoVC: How to Break Into Venture Capital And Think Like an Investor Whether You're a Student, Entrepreneur or Working Professional (Venture Capital Guidebook Book 1) Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist Venture Deals, Third Edition: Be Smarter Than Your Lawyer and Venture Capitalist #BreakIntoVC: How to Break Into Venture Capital and Think Like an Investor Whether You're a Student, Entrepreneur or

Working Professional (Venture Capital Guidebook) Venture Capital Deal Terms: A guide to negotiating and structuring venture capital transactions The Third Wave: An Entrepreneur's Vision of the Future The Handmade Entrepreneur: How to Sell on Etsy, or Anywhere Else: Easy Steps for Building a Real Business Around Your Crafts The Entrepreneur's Guide to Business Law New Venture Creation: Entrepreneurship for the 21st Century (Irwin Management) The Masters of Private Equity and Venture Capital: Management Lessons from the Pioneers of Private Investing (Professional Finance & Investment) Banker's Guide to New Small Business Finance: Venture Deals, Crowdfunding, Private Equity, and Technology (Wiley Finance) The Hollywood Parents Guide: Your Roadmap to Pursuing Your Child's Dream Conscious Lesbian Dating & Love: A Roadmap to Finding the Right Partner and Creating the Relationship of your Dreams (Conscious Lesbian Guides) (Volume 1) Back in Control: A Surgeon's Roadmap Out of Chronic Pain, 2nd Edition Back in Control: A Surgeon's Roadmap Out of Chronic Pain Back in Control, 2nd Edition: A Surgeon's Roadmap out of Chronic Pain Stronger After Stroke, Second Edition: Your Roadmap to Recovery: 1 Retro Roadmap Roadbook - Delaware

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)