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New Venture Creation: Entrepreneurship for the 21st Century is about the process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. The book presents the substantial body of knowledge about the entrepreneurial process in a pragmatic way—through text, case

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entrepreneurial perspective and a hands-on experience in the development of new business ventures. The course has the following main learning objectives: build the skills, framework and knowledge in entrepreneurship and new venture creation in order to acquire the knowledge and spirit for venturing;

ENTREPRENEURSHIP AND NEW VENTURE CREATION

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Entrepreneurship and New Venture Creation

old ways of doing things to create new value.1 In the early years of the field of entrepreneurship as a

discipline, the focus was on the startup of new ventures 2 and the associated activities that defined those ventures.

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Entrepreneurship, Small Business, and New 4 Venture Creation Learning Objectives After studying this chapter, you should be able to: Explain the advantages and disadvantages of sole LO1 List the traits of an effective entrepreneur, and describe how these characteristics often lead to business success.

4 Entrepreneurship, Small Business, and New Venture Creation

The first Topic in this New Venture Creation Student Book looks at the starting point of any new small business and the influence that the owner has on the business through his or her background and experience. We consider personal development and the research required to identify marketplace factors and the suitable location for the business.

New Venture Creation - Macmillan Education

1 The New Venture Creation Framework 1 • The attraction of entrepreneurship • Barriers and triggers to entrepreneurship • New venture creation • Business planning • The New Venture Creation Framework • The business plan • Summary Academic insights • Gazelles and economic growth • Myths about entrepreneurs • The Business

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