



Advanced Introduction to Entrepreneurship (Elgar Advanced Introductions series)

Robert D. Hisrich

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'Governments worldwide recognize that entrepreneurial behavior is essential to economic health and prosperity. Universities have responded with an explosion of entrepreneurship courses. Hisrich answers the demand for education with innovation. He shows how entrepreneurship and innovation connect, and he takes an innovative approach in this book. He introduces the latest in research findings with a storyteller's enthusiasm. This is the rare textbook that readers will have trouble putting down. When they do, they will have skills to be successful in entrepreneurial careers.'

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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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