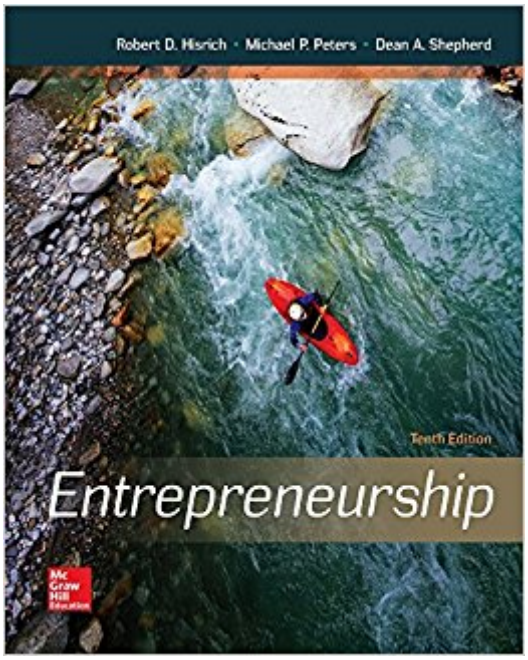
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Entrepreneurship (Irwin Management)



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Synopsis

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of Ã¢â ¬Ëœhow toÃ¢â ¬â„¢ embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts.Ã Â The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of todayÃ¢â ¬â„¢s entrepreneurial challenges. From Bob HisrichÃ¢â ¬â„¢s expertise in global entrepreneurship to Mike PeterÃ¢â ¬â„¢s background as a both a real-life entrepreneur and academic to Dean ShepherdÃ¢â ¬â„¢s current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. Ã Â

Book Information

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Customer Reviews

Robert D. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded. Professor Hisrich received his B.A. from DePauw University, his M.B.A. and Ph.D. degrees from the University of Cincinnati, and honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary). Prior to joining Thunderbird, Dr. Hisrich held the A. Malachi Mixon, III Chaired Professor of

Entrepreneurial Studies at the Weatherhead School of Management, Case Western Reserve University. Dr. Hisrich was a Fulbright Professor at the International Management Center in Budapest, Hungary in 1989. In 1990-91 he was again named a Fulbright Professor in Budapest at the Foundation for Small Enterprise Economic Development, where he also held the Alexander Hamilton Chair in Entrepreneurship. Dr. Hisrich has held visiting professorships at: the University of Ljubljana (Slovenia); the Technical University of Vienna (Austria); the University of Limerick (Ireland); the Queensland University of Technology (Australia); The University of Puerto Rico; and the Massachusetts Institute of Technology. He has authored or co-authored twenty-five books, including Entrepreneurship: Starting, Developing, and Managing a New Enterprise (translated into nine languages and now in its seventh edition), The 13 Biggest Mistakes that Derail Small Businesses and How to Avoid Them and Marketing. Dr. Hisrich has written over 300 articles on entrepreneurship, international business management, and venture capital, which have appeared in such journals as The Academy of Management Review, California Management Review, Columbia Journal of World Business, Journal of Business Venturing, Sloan Management Review, and Small Business Economics. He has served on the editorial boards of The Journal of Business Venturing, Entrepreneurship Theory and Practice, Journal of Small Business Management, and Journal of International Business and Entrepreneurship. Besides designing and delivering management and entrepreneurship programs to U.S. and foreign businesses and governments, particularly in transition economies, Dr. Hisrich has instituted academic and training programs such as the university/industry training program in Hungary, a high school teachers entrepreneurship training program in Russia, an Institute of International Entrepreneurship and Management in Russia, and an Entrepreneurship Center in Ukraine.Dean A. Shepherd. University of ColoradoMichael Peters is currently marketing department chair and Professor at Boston College. He earned a Ph.D. from the University of Massachusetts at Amherst.

Great book, covers a variety of topics that help entrepreneurs and established business alike.

Excellent book!

Great book! Exactly what I was looking for!

The book is informative. I am using it for my masters class for my MBA.

$60 rental....meh.

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