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Enterprise in Action: A Guide To Entrepreneurship

Peter A. Lawrence

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Enterprise in Action: A Guide To Entrepreneurship Peter A. Lawrence
An authoritative guide to understanding and mastering the core issues and competencies involved in entrepreneurial success

Where do entrepreneurial opportunities arise? How do successful entrepreneurs exploit trends? What is the role of innovation in entrepreneurship? How do companies get started and become self-sustaining? Based on studies of 80 companies, including 30 *Sunday Times* Fast Track Companies, and 20 highly successful US entrepreneurial firms, this book answers these and many other key questions about entrepreneurship. This authoritative guide to the world of entrepreneurship offers valuable lessons for MBA students and established entrepreneurs alike.

- Shows practitioners how success is influenced by factors such as industry dynamics, entry barriers, reconfiguration, and core competencies
- Delivers practical coverage of an array of key issues, including how to exploit trends, how to foster innovation, how to get additional funding for expansion, and much more
- Provides expert guidance on how to successfully address each of the factors or core competencies covered
- An excellent supplement to standard graduate texts on the subject, it breathes new life into standard curriculum topics by presenting them within the context of real-world success stories

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