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Mastering Entrepreneurship: The Complete MBA Compaion in Entrepreneurship

By Birley, Sue; Muzyka, Daniel F.

Financial Times/Prentice Hall, Australia, 2000. Soft cover. Book Condition: New. 418 Pages. ** Signed by Daniel Muzyka. ** Book Description: Strike out and realize your dreams. Discover how to become a master entrepreneur with this comprehensive book. Being an entrepreneur is not restricted to people who start their own businesses. Entrepreneurial spirit exists in all industries and at all levels of the career ladder so get out there and find the entrepreneur in you with the help of this book. Mastering Entrepreneurship encourages you to realize the potential of the business opportunities you see. It guides you along the different routes to becoming an entrepreneur and explores all the issues from original concept to capturing the full value of your enterprise. Here is your single-source guide to becoming a master of entrepreneurship. Mastering Entrepreneurship brings you the latest thinking from the best business minds around the world, including-Dan Muzyka on spotting the market opportunity Neil Churchill on to grow or not to grow William Bygrave on start-up cash Howard Stevenson on the six dimensions of entrepreneurship Alden Lank on family businesses David Norburn on business co-operation Benoit Leleux on resourcing Max Boisot on corporate cultures Manfred Kets de Vries on...



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