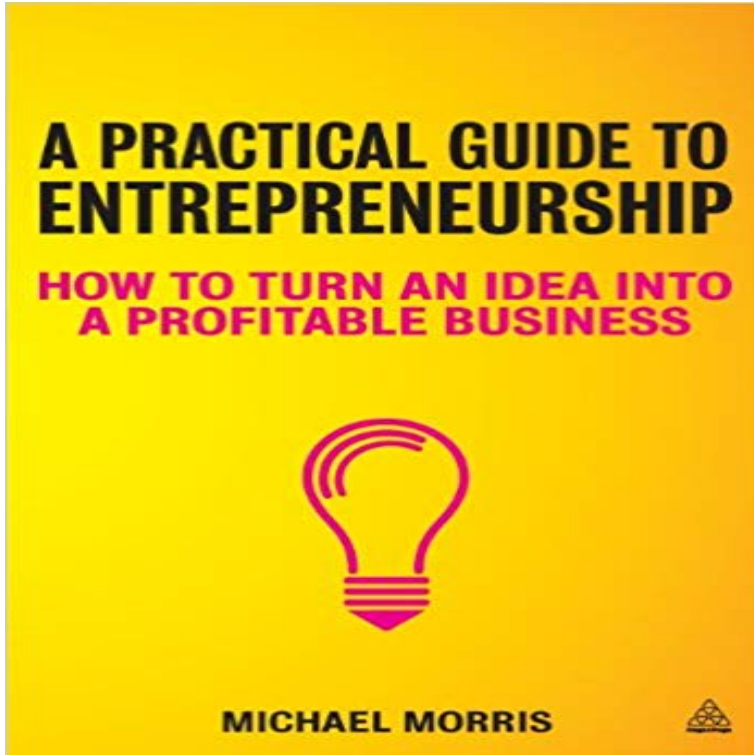


A Practical Guide to Entrepreneurship: How to Turn an Idea Into a Profitable Business



Entrepreneurship has long been just another field of academic study, but now many students are looking towards self-employment as a career. Offering a practical action plan, rather than just discussing theory, A Practical Guide to Entrepreneurship combines well researched understanding of entrepreneurship issues with guidance in the form of case studies, exercises, advice and tips. Offering a solid learning experience and a contemporary overview of the subject, the book will benefit undergraduates and postgraduate students. Taking readers through each step of the start-up process, covering: planning, marketing, selling and advertising, finances and business law, this book will also appeal to people who are thinking of starting their own business. The author includes sections on generating and screening ideas, summaries of academic models and theories, information on new developments in the field, as well as a glossary and appendix listing useful books, websites and links to 200 online video lectures. There are 20 mini case studies of entrepreneurship in action from around the world. Informed by UK practice but offering much to the international would-be entrepreneur, this book includes learning resources that stress the practical through leadership tests, start-up checklists, 380 downloadable Powerpoint slides and other valuable supplementary online material for students, teachers and entrepreneurs.

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