

Entrepreneurship: Creating and Managing New Ventures (Best in Long Range Planning)



The aim of the Best of Long Range Planning is to bring together the best articles on a particular topic from the Long Range Planning journal, so that readers wishing to study a specific aspect of planning can find an authoritative and comprehensive view of the subject, conveniently published in one volume. This volume discusses the management of change and new business development which is central to corporate survival and success but which is far from easy to achieve. This selection of papers offers a number of guidelines for the transition from the initial opportunity to the move into the new market and the effective management of the new venture. The authors highlight the important place of entrepreneurial initiative and motivation in the implementation of product development and diversification policies. An extensive introductory article provides a detailed overview and analysis of the literature in the Long Range Planning journal relating to this crucial area.

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