

## Prepare Students to Begin their New Venture

Designed for advanced high school business students, *Advanced Entrepreneurship* takes students deep inside the planning, process, and decision making necessary to launch a new venture.

Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts, helping to reinforce key topics. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges while balancing the crucial line between modern theory and practice.

## Key Features

Strategically designed with rigorous content and exercises to captivate the advanced student's interest in entrepreneurship.

- Each chapter begins with and a profile of an entrepreneur especially relevant to the chapter material
- Authentic simulations provide students with opportunities to apply their knowledge and problem solving skills to realistic scenarios
- 16 real-life cases engage students and bring entrepreneurial challenges to life
- Chapter-ending research tasks, class discussion questions, and selected readings for further research and study
- Ideal for students who have completed a foundational entrepreneurship program or are a seeking college-level course

### OPENING PROFILE

<https://twitter.com/elonmusk>

#### ELON MUSK—THE IRON MAN ENTREPRENEUR

Close observers of the Marvel Comics character Tony Stark will recognize a number of traits that are common with successful entrepreneurs: determination to overcome personal failure, intense conviction, and a desire to solve big problems. Stark is the alter ego for *Iron Man*, a character developed by Marvel Comics in 1963.<sup>1</sup> In 2008, producer Jon Favreau developed the character into a successful movie franchise starring Robert Downey, Jr., which has grossed over \$1 billion in box office ticket sales.<sup>2</sup>



### ETHICS

#### DO THE RIGHT THING

##### SMART ENTREPRENEURS ARE DOING WELL BY DOING GOOD

Is there trade-off between doing good for others and doing well for yourself?

Not according to at least one entrepreneur. Charlie Wilson is an entrepreneur running a salvage company that has \$1.6 million in turnover per annum. He has set his goals on running an ethical business. Indeed, rather than focus exclusively on profits, his goal is to achieve (or at least move toward) self-actualization. That is, he is more interested in finding and developing a positive identity of himself and, as a result, gain great satisfaction from running the business in an ethical way.

However, he does not see ethical decision making as the opposite of success; rather he sees that they are intertwined. He believes that ethics is what is driving his success. For example, he notes that:

It [ethics] creates an element of trust, familiarity and predictability in the business. We're in an industry where a lot of people cut corners. I just don't think that's good for business. You don't get a good reputation doing things that way. And eventually, customers don't want to do business with you.

# Advanced Entrepreneurship

Mobile | Digital | Print

<b>Chapter 1</b>	The Entrepreneurial Mindset
<b>Chapter 2</b>	Corporate Entrepreneurship
<b>Chapter 3</b>	Generating and Exploring new Entries
<b>Chapter 4</b>	Creativity and the Business Idea
<b>Chapter 5</b>	Identifying and Analyzing Domestic and Internal Opportunities
<b>Chapter 6</b>	Protecting the Idea and Other Legal Issues for the Entrepreneur
<b>Chapter 7</b>	The Business Plan: Creating and Starting the Venture
<b>Chapter 8</b>	The Marketing Plan
<b>Chapter 9</b>	The Organizational Plan
<b>Chapter 10</b>	The Financial Plan
<b>Chapter 11</b>	Sources of Capital
<b>Chapter 12</b>	Informal Risk Capital, Venture Capital, and Going Public
<b>Chapter 13</b>	Strategies for Growth and Managing Implications of Growth
<b>Chapter 14</b>	Accessing Resources for Growth from External Sources
<b>Chapter 15</b>	Succession Planning and Strategies for Harvesting and Ending the Venture
<b>Cases</b>	16 engaging, hand-selected cases that can be used with any chapter to reinforce key concepts

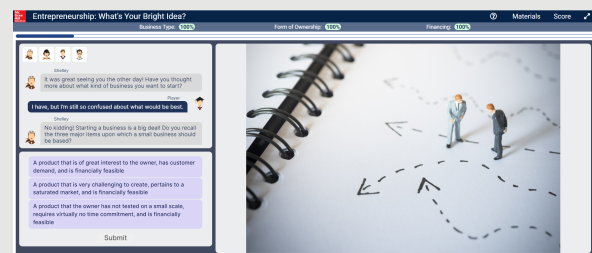
For a Foundational program, please see  
*Entrepreneurship Fundamentals* ©2024

## Dynamic Digital Resources

*Advanced Entrepreneurship*

Digital Edition features rich multimedia content that enhances the student experience and provides teachers with the tools to deliver engaging lessons and activities in-person or on-line.

- Authentic, high quality simulations
- Interactive eBook available in 120 languages with the Google Translate plug-in
- SmartBook delivers personalized, adaptive learning tailored to each student
- Anytime - anywhere access to eBook with the McGraw Hill K-12 Portal app



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