



Clearly Instructs Students on the Process of Beginning a New Venture

In *Entrepreneurship*, students are exposed to detailed descriptions of how to embark on a new venture in a logical manner. 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. From Bob Hisrich's expertise in global entrepreneurship to Mike Peters' background as both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice.

The eleventh edition includes:

- Each chapter begins with learning objectives and a profile of an entrepreneur whose career is especially relevant to the chapter material.
- Numerous business examples occur throughout each chapter along with important websites to assist the reader in getting started.
- Boxed summaries of articles in the news (As Seen in Business News) illustrate the chapter discussions and Ethics boxes discussing issues are found in all the chapters.
- Each chapter concludes with research tasks, class discussion questions, and selected readings for further research and study.
- Cases: A selection found at the end of the text can be used along with any chapter or other appropriate cases on a chapter-by-chapter basis.
- Application-Based Activities: These activities provide students with valuable practice using problem-solving skills to apply their knowledge to realistic scenarios. Students see the implications of their decisions and are provided with feedback.

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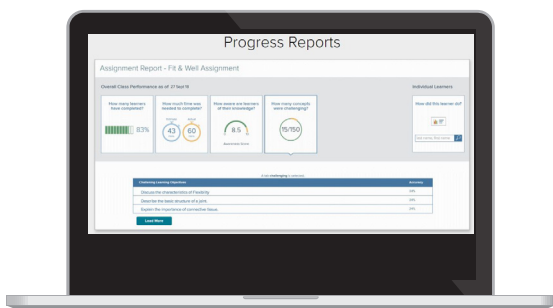
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