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Professor Hisrich has authored, coauthored, or edited 46 books or their editions, including: Marketing (2000, 2nd edition); How to Fix and Prevent the 13 Biggest Problems That Derail Business (2004); Technology Entrepreneurship (2015, 2nd edition); Entrepreneurial Finance (2015); International Entrepreneurship (2016, 3rd edition); Advanced ...

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He has authored or co-authored 38 books, including Technology Entrepreneurship: Creating, Capturing, and Protecting Value, Second Edition (with Thomas N. Duening and Michael A. Lechter, Academic Press, 2015), Marketing for Entrepreneurs and SMEs: A Global Perspective (with

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A) a nonequity method of international business in which an entrepreneur contracts his or her management techniques and skills to a (foreign) purchasing company. B) a method of doing international business whereby a foreign entrepreneur supplies the manufacturing technology or infrastructure for a business and then turns it over to local owners.

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Combining comprehensive coverage with a wide variety of real-life cases, *International Entrepreneurship:*

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Starting, Developing, and Managing a Global Venture gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures

Acces PDF International Entrepreneurship Hisrich and Editor throughout the world.

The focus of this book is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It's a working guide for engineers and scientists who want to actually be

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entrepreneurs. An intense focus on product design and development, with customers and markets in mind
Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace
Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth
Overview of various exit strategies and how to prepare the venture for exit

The first book to look at innovation/entrepreneurship from an international perspective, *Managing Innovation and Entrepreneurship: A Global Perspective* provides a step-by-step process for managing innovation and entrepreneurship in an

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2nd Edition organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

Recognizing the unique needs of the

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technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market.

Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation, issues of most relevance to technology start-ups Extensive discussion of technology management and continuous innovation as a competitive advantage Addresses the issue of leading, managing, motivating, and compensating

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technical workers More time on the fundamentals of marketing and selling, as these are elements of entrepreneurship commonly most neglected by engineers and scientists

This second edition of a classic reference work, written by some of the most eminent academics in the field, contains over 30 per cent more entries on entrepreneurship. Comprehensive in scope, it includes topics from business angels, to export services to family business and uncertainty and venture capital. There are also entries on individuals including George Eastman, Howard Hughes, Joseph Schumpeter and Walt Disney. Providing its readers with a unique point of reference, as well as stimulus for further research, this Encyclopedia is an indispensable tool for anyone

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2nd Edition interested in entrepreneurship,
particularly students, scholars and
researchers.

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and

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2nd Edition enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

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A practical approach for entrepreneurs and investors Entrepreneurial Finance provides readers with the fundamental knowledge to finance, start, grow, and value new ventures, without the complex finance terms and calculations. This comprehensive yet practical approach incorporates a global perspective that appeals to entrepreneurs, investors, and students with diverse backgrounds, knowledge, and experience. From Facebook to Camera+, Gary Gibbons, Robert D. Hisrich, and Carlos M. DaSilva use real-world examples and their professional experiences to bring concepts to life. This text is one of the most readable books in the market without compromising high quality content and resources.

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Over the last decade, international entrepreneurship has become a key emerging issue in international business studies. A growing number of recent contributions has made the subject topical and lively but it lacks a common framework. This book starts from the foundations of the subject, rooted in entrepreneurship, strategic management and international business studies, and proposes an innovative and integrated interpretative framework. The approach is applied to case studies, in order to reconcile theories and practices of international entrepreneurship.

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