

Burns

## New Venture Creation

A Framework for Entrepreneurial Start-Ups

This book dispels the myth that entrepreneurship cannot be taught, by breaking down the business start-up process into a seven-stage New Venture Creation Framework. Step-by-step, chapter-by-chapter, it guides you through the whole process of planning for a new venture - from generating an idea, through developing the business model, and raising finance. It combines practical advice from entrepreneurs with academic research and theory.

Features include:

- Quotes from entrepreneurs – provide both inspiration and practical tips on how to create a new venture.
- Case insights – over 70 cases from around the globe illustrate how a range of organizations have tackled issues in the real world.
- Academic insights – these provide coverage of recent research and theoretical underpinning in a digestible form.
- The New Venture Framework Exercises featured at the end of each chapter progressively build a comprehensive business plan.

is both inspirational and practical, and will equip budding entrepreneurs with all the tools they need to undertake a successful new venture.

Paul Burns is a Professor of Entrepreneurship and former Dean of the University of Bedfordshire Business School. He has previously held posts as Professor of Small Business Development at Cranfield School of Management and at Warwick University Business School, where he set up the first Small Business Unit. Over his forty year career, he has been an academic, an accountant and an entrepreneur, giving him unrivalled academic and practical insight into the entrepreneurial practice.

[www.palgrave.com/companion/burns-new-venture-creation](http://www.palgrave.com/companion/burns-new-venture-creation) offers video interviews with the author, New Venture Creation framework exercises, chapter quizzes and much more.

Philip Kappen, Copenhagen Business School

David Storey, University of Sussex

Richard Tunstall, University of Leeds



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*Nicht mehr lieferbar*

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