Patterns of Entrepreneurship Management is the essential road-map for anyone interested in starting a new business. This text is infused with the authors' experience teaching, writing, and launching successful ventures and challenges students with real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world.

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**New to Edition**

- Chapter on crowd-sourcing co-authored by Professor Marion Poetz from Copenhagen Business School
- Chapter on family-owned businesses written by Dr. Isabel C. Botero from The University of Kentucky
• Dr. Jeremy Kagan from Columbia University has joined us to add content in Chapter 4 on the tools now available in digital marketing

• Dr. Jack McGourty also from Columbia Business School has added to the discussions on lean company structure and the minimally viable product strategy

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## FEATURES

• Focus on Real Entrepreneurs. Throughout the text, material is illustrated through real entrepreneurs, helping students understand how entrepreneurs position their companies to meet the various marketing, financial, and technological challenges.

• Roadmap Actions. Each chapter begins with a list of roadmap actions that lay out the practical tasks students will accomplish in the chapter.

• Neoforma “Master-Case”. Presents the company's history through the lens of Wayne McVicker, one of the company's founders. He provides, in diary form, the entire company history from concept to eventual sale, covering every conceivable management challenge that all entrepreneurs inevitably face.

• Case Studies. Most chapters include a shorter case study that looks at a potential entrepreneurial opportunity

• From Idea to Opportunity. Through powerful examples, cases, and exercises, students explore important “soft” issues such as how to continuously innovate, design sustainable business models, and create a culture in their companies that will increase their chances of success as they launch a new enterprise

• Innovation and Technology Venture Framework. Throughout the text there are sections devoted to creating a framework for screening ideas, thinking about strategy and business models, determining the capital and resources required, attracting management talent, and preparing the plan to ensure that practices are accepted and implemented effectively.

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