DESCRIPTION

*Entrepreneurship, 4th Edition* delves into the trials and tribulations of entrepreneurship so students will have the necessary tools to start their own businesses. It provides coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. Up-to-date examples and references provide entrepreneurs with the most essential information.

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NEW TO EDITION

- NEW – New Chapter Added – Chapter 4 on Prototyping written by Erik Noyes

- NEW - New cases throughout the book on: Balanced Snacking—looks at the growing popularity of the Direct-to-Consumer business model, Theo Chocolate—which highlights effective entrepreneurial marketing, and Box—which examines effective teams.
• **EXPANDED - Expanded Chapters 3, 6, & 10:** Expanded discussion on strategy and business model (Ch 3), customer value proposition and social media marketing (Ch 6), and expanded discussion of crowdfunding (Ch 10).

• **UPDATED - Updated examples** throughout book, focusing on new internet (Web 2.0, 3.0, mobile apps, etc.) examples.

• **UPDATED - Updated statistics** such as GEM data on entrepreneurial activity.

• **Opportunity Journal:** Students can reflect on the lessons learned and think about how to apply the lessons to their future careers.

• **LivePlan and Business Plan Pro,** the best-selling business plan development programs are available with Entrepreneurship in value-priced packages to give students access to the leading resources to develop their business plans.

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## FEATURES

• **Social Entrepreneurship Coverage:** Chapter 15 on Social Entrepreneurship presents the latest examples and most relevant businesses to explore this growing field.

• **Balance of Concepts and Cases:** The text presents concepts underlying how businesses are born, grow and succeed or fail, along with a variety of real-life cases to illustrate these concepts.

• **End of Chapter Cases:** Each chapter is accompanied by a case study of entrepreneurs in action.

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