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Intended primarily for undergraduate courses in small business management or entrepreneurship, this text also provides practical content to anyone interested in starting their own business. With a practical, hands on approach to entrepreneurship, this text aims to provide readers with the knowledge and tools they need to launch a business so that it has the greatest chance for success.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Discover how to successfully launch and manage a small business. Open your mind to the possibilities, challenges, and rewards of becoming a small business owner with Effective Small Business Management. This text provides readers with the tools they need in order to launch and manage a small business. This edition features new and current examples, updated information on ethics and social responsibility, and several new pedagogical features.

Small businesses are the backbone of the tourism and hospitality industry and, depending on which statistics one uses, represent somewhere between 75 to 95 percent of all firms globally in this sector. The number of entrepreneurs has dramatically and uniformly increased globally over the last ten years. Divided into four sections, Entrepreneurship and Small Business Management in the Hospitality Industry takes an intuitive step-by-step progression through each stage of the entrepreneurial process: context, theoretical perspectives and definitions; Concept to reality; The business plan; Growth and the future. Ideal for students at any level, the chapters of this book invite you to ponder upon your reading through a series of 'reflective practice' activities. These, along with case studies, clearly defined chapter objectives, reflections, role-play activities and experiential exercises, allow you to both think actively about themes, concepts and issues and then apply them to a number of suggested scenarios. Perfect preparation for the up-and-coming entrepreneur!

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Real examples. Real companies. Real business decisions. Covering the core economics principles and providing engaging, relevant examples within just nineteen Chapters, Hubbard Essentials of Economics is the perfect teaching and learning resource for a one semester unit. The authors present economics as a dynamic, relevant discipline for Australasian students. The key questions students of first year economics ask themselves are: 'Why am I here?' and 'Will I ever use this?' Hubbard Essentials of Economics answers these questions by demonstrating that real businesses use economics to make real decisions every day. Each chapter of the text opens with a case study featuring a real business or real business situation, refers to the study throughout the Chapter, and concludes with An Inside Look—a news article format which illustrates how a key principle covered in the Chapter relates to real business situations or was used by a real company to make a real business decision.

For courses in Small Business Management, Entrepreneurship, New Venture Creation, and New Venture Management. The tools to launch a new venture and the knowledge for entrepreneurial success. With a practical, hands on approach to entrepreneurship, this text aims to provide students with the knowledge and tools they need to launch a business so that it has the greatest chance for success. The sixth edition keeps pace with the fast-growing and ever-changing world of entrepreneurship by including updated content, statistics, and examples, as well as new cases and a new sample business plan.

The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance for prospective entrepreneurs. Adopting a life-cycle view of a business from start-up to maturity, it explores the many stages and forms of entrepreneurship. With an international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author's engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying Entrepreneurship or Small Business on undergraduate business or management degree courses, as well as on MBA programmes. It will also appeal to those looking to launch their own businesses. New to this Edition: - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia - First-hand, detailed stories from real-life entrepreneurs in brand new video interviews integrated throughout the text - Increased and integrated coverage of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship

Enterprise, Entrepreneurship and Innovation: Concepts, Contexts and Commercialisation provides readers with an accessible and readable introduction to the various dimensions of entrepreneurship and market innovation. It has a clear structure that is easy for the reader to follow and it focuses on enterprising behaviour. The text contains: * case studies and 'pause and reflect' situations for the entrepreneur to deliberate on the information they have available before making their decision. This helps to emphasise the point that there are few simple and straightforward decisions closely reflecting decisions in 'real life'. * integrative personal development activities that provide a basis for readers to reflect on the learning of the chapters and develop a personal development strategy to increase their ability to become more entrepreneurial and improve their ability to manage market innovation. * an accompanying website giving students and lecturers access to additional resources in order to explore the subject further. A full set of powerpoint slides plus exercises is included, plus suggestions for the use in class of the case studies and other illustrations. Students can access further learning resources to build up their knowledge of innovation situations using the hotlinks to

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useful websites that will add further depth and bring up to date the case studies and illustrations. Enterprise, Entrepreneurship and Innovation: Concepts, Contexts and Commercialisation shows: * how to understand and acquire the entrepreneur's skills, attitudes and knowledge * the techniques needed to generate new business and create a new organisation * how to become more innovative, self reliant, and opportunistic. * the learning and decision-making processes of entrepreneurs

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