

### **Entrepreneurship: Successfully Launching New Ventures (3rd Edition)**

*Entrepreneurship: Launching New Ventures*, 3e, introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way. Introduction to Entrepreneurship; Recognizing Opportunities and Generating Ideas; Feasibility Analysis; Writing a Business Plan; Industry and Competitor Analysis; Developing an Effective Business Model; Preparing the Proper Ethical and Legal Foundation; Assessing a New Venture's Financial Strength and Viability; Building a New Venture Team; Getting Financing or Funding; Unique Marketing Issues; The Importance of Intellectual Property; Preparing for and Evaluating the Challenges of Growth; Strategies for Firm Growth; Franchising. For readers interested in starting an entrepreneurial venture in today's market.

