

New Venture Creation: Entrepreneurship for the 21st Century

The Authors create this book as a book for a new generation of entrepreneurial leader worldwide. As with past generations, entrepreneurs in this arena face the ultimate and most demanding juggling act.

This book is about the actual process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. This book is divided into five parts. The book concludes with a section dealing with strategies for success, managing rapid growth, and harvest issues. *New Venture Creation* challenges you to think about the process of becoming an entrepreneur and seeks to enable you to immerse yourself in the dynamics of launching and growing a company.

