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New York, NY Entrepreneurship SUCCESSFULLY LAUNCHING NEW VENTURES SIXTH EDITION Bruce R. Barringer Oklahoma State University R. Duane Ireland Texas A & M University A01_BARR9534_06_SE_FM.indd 1 11/16/17 2:39 PM

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More than three years after announcing the sale of the gourmet condiment maker to Unilever, the cofounders of Sir Kensington ' s have moved on. Scott Norton, who stayed on as the brand ' s CEO, will advise and invest in startups through N+1 Ventures, launching this week. His move follows the departure of Mark Ramadan in 2019. Ramadan is now CEO of food company Hu, a New York-based chocolate ...

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Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching students how to successfully launch and grow their own business. Using real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The 6th Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and difficulty of launching a new company. Careful to identify failures as well as successes, the text is a guide to starting a new business.

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LAUNCHING NEW VENTURES, 7e provides tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process: from initial idea, to developing and testing a business model, to designing a business and preparing for growth. The seventh edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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This book offers students a comprehensive, accessible guide to launching and managing a new venture. Beginning with the planning process and continuing to marketing, financing, and growth, it gives students the insights and practical skills they need to be successful entrepreneurs. This edition 's structure aligns more logically with the venture 's lifecycle, so the reader is equipped to develop a strong business model. The authors combine updated planning exercises, end-of-chapter consultation questions, and a sample business plan with new material, including: a new chapter on ideation, the Business Model Canvas, and lean start-up that covers the latest methodology in idea generation and opportunity recognition to provide a tool for developing a business concept; a new chapter on the various pathways for creating a new venture, including setting up an online venture as well as managing the day-to-day aspects of running a business; a revised chapter on start-up capital and crowdfunding that helps students raise capital through social media; a revised chapter on managing growth through HR planning, helping students to navigate growth on a global level successfully and ethically. Students in entrepreneurship and new venture management classes will find New Venture Management a valuable resource. A companion website features an instructor 's manual, test bank, PowerPoint slides, and further resources to aid instructors and students in applying their knowledge.

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