

Entrepreneurship: Theory and Practice

By Francis J Greene

This new textbook provides a strong bridge between entrepreneurship theory and practice and looks at the entire life cycle of a business, including the often neglected area of business closure. Underpinned by strong academic rigour, the text takes a critical approach, yet is also highly accessible and readable, explaining complex concepts clearly and succinctly. Research-led yet practice oriented, it examines the latest evidence-based thinking in the field and applies this to the practice of entrepreneurship through a plethora of practical examples, global cases, useful tools, and engaging, multi-faceted pedagogy.

Key features:

1. **Rich pedagogy** including 62 mini cases and in-chapter 'academic insights', 'Entrepreneurship in Action' practical exercises and assessment questions help students to develop their entrepreneurship mindset and their academic writing
2. **Interesting cases** encompass a wide range of industries and sectors, profiling diverse brands such as Air BnB, Dropbox, Uber, Apple, Facebook, Snapchat, Subway, Microsoft, Big Heart, Gameen Bank, the Ice Hotel, Instabug, Fetchr and Jiayuan
3. **Two workbooks** at the back of the book practically guide students' start-up planning journey from an idea to a plan

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