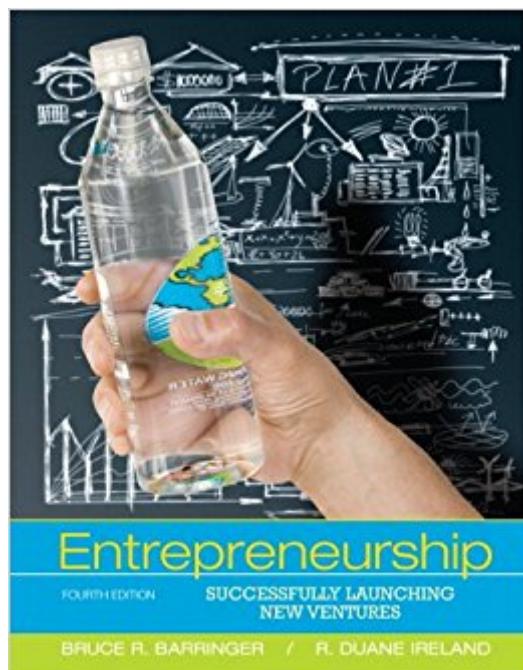


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# Entrepreneurship: Successfully Launching New Ventures (4th Edition)



## **Synopsis**

Entrepreneurship: Launching New Ventures introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way.

## **Book Information**

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## **Customer Reviews**

R. Duane Ireland is a University Distinguished Professor and holder of the Conn Chair in New Ventures Leadership in the Mays Business School, Texas A&M University. He teaches strategic management courses at all levels. He has more than 200 publications. His research, which focuses on diversification, innovation, corporate entrepreneurship, strategic entrepreneurship, and the informal economy, has been published in an array of journals. He has served as a member of multiple editorial review boards and is a former editor of the Academy of Management Journal. He has been a guest editor for 12 special issues of journals. He is a past president of the Academy of Management. Dr. Ireland is a fellow of the Academy of Management and a fellow of the Strategic Management Society. He is a research fellow in the Global Consortium of Entrepreneurship Centers and received an award in 1999 for Outstanding Intellectual Contributions to Competitiveness Research from the American Society for Competitiveness. He received the Falcone Distinguished Entrepreneurship Scholar Award from Syracuse University in 2005, the USASBE Scholar in Corporate Entrepreneurship Award from USASBE in 2004, and the Riata Distinguished Entrepreneurship Scholar award from Oklahoma State University in 2014. He received awards for the best article published in Academy of Management Executive (1999), the Academy of

Management Journal (2000), and the Journal of Applied Management and Entrepreneurship (2010). He received an Association of Former Students Distinguished Achievement Award for Research from Texas A&M University (2012). In 2014, Dr. Ireland was listed as a Thomson Reuters Highly Cited Researcher (a listing of the world's most influential researchers), and he was also listed as one of The World's Most Influential Scientific Minds (a listing of the top cited researchers in science around the globe).

Bruce Barringer and company did a magnificent job in writing this textbook. Each chapter was outlined phenomenally and the writing style of each was easy to comprehend. There was a great balance between text and visuals which was really beneficial as well. Also, I really enjoyed the features throughout the text that amplified the ups and downs of real-life business ventures. One final note I'd like to make is how there were a lot of great additional resources (helpful websites, trade show suggestions, businesses that provide specific information) to help in starting a venture. I don't give 5 stars too often but this textbook deserves it.

This textbook offers insightful information about the entrepreneurial process. While the editing could use some work, the content is relatively current and easy to digest. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

I bought this book for an entrepreneurship class, and I don't regret using it at all. It had plenty of useful information in it, but just as anything business-related, it's extremely wordy and takes forever to read. I ended up reading the first few sentences of every paragraph rather and getting about the same information out of it.

A very boring book but has good information. I wish that the author could have been more entertaining with some of the subject matter to make it easier to read.

We used this book in our Entrepreneurship class. Unlike many text books this one does not put you to sleep. We haven't covered the entire book yet but so far the text book covers a little bit of everything - it explains it in easy to understand verbiage and the case studies reinforce the point. Very good text book. Only fault I find as I do with many textbooks is the price. However, I am sure I

will keep it and refer to it for many years to come.

Easy to read. Colorful. Simple text style and setup. Lots of real life examples. The cases at the end of the chapters are useful for assessing what you just read. However, the book could use some more in-depth breakdown of a Feasibility Analysis and a Business Plan.

A lot of information given in a very effective way. Great examples and fun to read.

This is an acceptable replacement for "Entrepreneurship: Successfully Launching New Ventures by Barringer, 4th (fourth) revised edition (2012)".

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