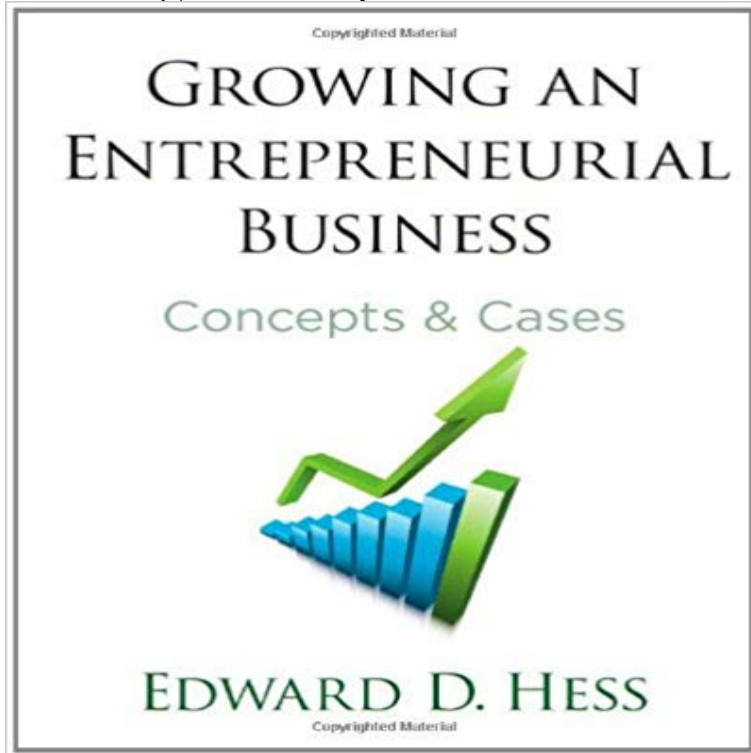


Growing an Entrepreneurial Business: Concepts & Cases



Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. It focuses on the major management challenges that successful start-ups encounter when leaders decide to grow and scale their businesses. The book is divided into two parts: text and cases to provide professors with maximum flexibility in organizing their courses. The thirty-five cases can be used in conjunction with the text, or independently. Twelve cases are written as narratives with multiple teaching points, but without a focus on a particular business decision; the remaining twenty-three cases were written around specific conundrums related to strategy, operations, finance, marketing, leadership, culture, human resources, organizational design, business model, and growth. Discussion questions are provided for each case. The text portion of the book discusses key issues derived from the authors research and consulting, and is meant to complement the case method of teaching, raising issues for conversation. In addition to the real-world knowledge that students will derive from the cases, readers will take away research-based templates and models that they can use in developing or consulting with small businesses.

Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. Concepts & Cases Edward Hess. GROWING AN ENTREPRENEURIAL BUSINESS Concepts & Cases EDWARD D, HESS Growing an Entrepreneurial Business Growing An Entrepreneurial Business Concepts & Cases Literatura obcojezyczna juz od 342,17 zł - od 342,17 zł, porównanie cen w 1 sklepie. Zobacz inne He is the author of over sixty Darden cases. His recent books include Growing an Entrepreneurial Business: Concepts and Cases and SmartSmart Growth: Building an Enduring Business by Managing the Risks of Growth (Columbia . Growing an Entrepreneurial Business: Concepts & Cases. Feb 1 Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized The Entrepreneurial Personality: Concepts, Cases, and Categories (Routledge Small Business Series) [Elizabeth Chell, Jean Haworth, Sally Brearley] on Growing an Entrepreneurial

Business Concepts Cases (9780804771412) Edward D. Hess , ISBN-10: 0804771413 , ISBN-13: 978-0804771412 , , tutorials , pdf Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises.