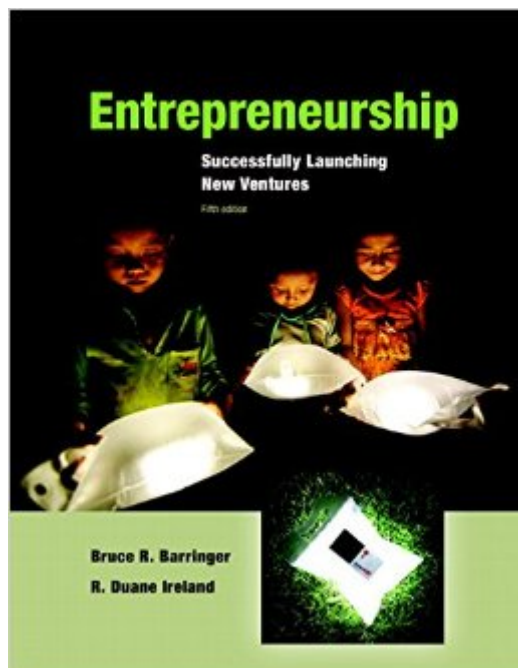




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# Entrepreneurship: Successfully Launching New Ventures (5th Edition)



## Synopsis

For courses in entrepreneurship. **A Comprehensive Guide to Business Ventures Successfully Launching New Ventures** explores the allure of entrepreneurship, teaching students how to successfully start their own businesses. With real business profiles of inspiring young entrepreneurs, the text engages students through relevant examples they can easily relate to. The Fifth Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and the difficulty of launching one's own business. Careful to identify failures as well as successes, **Successfully Launching New Ventures** is a straightforward guide to starting one's own business. Also Available with MyEntrepreneurshipLab™ This title is available with MyEntrepreneurshipLab™ an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. **NOTE:** You are purchasing a standalone product; MyEntrepreneurshipLab does not come packaged with this content. If you would like to purchase both the physical text and MyEntrepreneurshipLab search for: 0134422503 / 9780134422503 **Entrepreneurship: Successfully Launching New Ventures Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package, 5/e** Package consists of: 0133797198 / 9780133797190 **Entrepreneurship: Successfully Launching New Ventures** 013397409X / 9780133974096 **MyEntrepreneurshipLab with Pearson eText -- Access Card -- for Entrepreneurship: Successfully Launching New Ventures**

## Book Information

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## Customer Reviews

Bruce R. Barringer holds the Johnny D. Pope Entrepreneurship Chair in the Department of Entrepreneurship at Oklahoma State University. He earned his PhD from the University of Missouri and his MBA from Iowa State University. His research interests include feasibility analysis, firm growth, corporate entrepreneurship, and the impact of interorganizational relationships on business organizations. Over the years, he has worked with a number of technology-based incubators and student-led entrepreneurship activities and clubs. He serves on the editorial review board of *Entrepreneurship Theory and Practice* and *Journal of Small Business Management*. His work has been published in *Strategic Management Journal*, *Journal of Management*, *Journal of Business Venturing*, *Journal of Small Business Management*, *Journal of Developmental Entrepreneurship*, and *Quality Management Journal*. Bruce's outside interests include running, trail biking, and swimming.

Ireland R. Duane is a University Distinguished Professor and holds the Conn Chair in New Ventures Leadership in the Mays Business School, Texas A&M University. Previously, he served on the faculties at University of Richmond, Baylor University, and Oklahoma State University. His research interests include strategic entrepreneurship, corporate entrepreneurship, strategic alliances, and effectively managing organizational resources. Duane's research has been published in journals such as *Academy of Management Journal*, *Academy of Management Review*, *Academy of Management Executive*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Journal of Management*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, and *Strategic Entrepreneurship Journal* among others. He is a co-author of both scholarly books and textbooks, including best-selling strategic management texts. Along with Dr. Mike Morris (Syracuse University), Duane serves as a co-editor for the Prentice Hall Entrepreneurship Series. These books offer in-depth treatments of specific entrepreneurship topics, such as *Business Plans for Entrepreneurs* (authored by Bruce Barringer). Duane has served or is serving on the editorial review boards for a number of journals, including AMJ, AMR, AME, JOM, JBV, and ETP. He just completed a term as Editor for AMJ. He has completed terms as an associate editor for AME and as a consulting editor for ETP and has served as a guest co-editor for special issues of a number of journals including AMR, AME, and SMJ. He is a Fellow of the Academy of Management and a Fellow of the Strategic Management Society. He is the current Vice President and Program Chair for the Academy of Management. He is the recipient of both teaching

and research awards. Duane's outside interests include running, reading, listening to a variety of music, and playing with his grandson.

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 verbage 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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