

## Contents

Foreword Preface				
Part C	One Concepts, Principles and Environment Associated with Entrepreneurship	1		
In De Ty Pa En Fe	ne process of entrepreneurship troduction efinition rpes of entrepreneurship articipants in the process attrepreneurship elements eatures of an entrepreneurial firm ammary	3 4 9 14 15 22 23		
Int De Ty En Ch	troduction efinition pologies and categorization atrepreneurial transition atrepreneur research approaches haracteristics, features, attitudes, and behaviours	27 28 30 34 35 42 49		
Int Int Or Int Dy	troduction trapreneurship ganization for intrapreneurship trapreneurship encouragement ysfunctional management practices ummary	53 54 56 59 61 68		
In Po Fo Pr M	troduction olitical intervention ormative phase of social development comotion/inhibition phase of social structure obilization phase of social action	71 71 72 78 81 88 94		

Part Two		Finance, Business Planning, Operations Management, Marketing and Strategy	97
5	Financ	e, business planning and entrepreneurship	99
	Introd	uction	99
	Source	s of start-up funding	102
		ısiness plan	104
		s of finance	109
		rial management	121
	Summ	ary	122
6	Opera	tion and management of entrepreneurial organizations	124
	Introd	uction	124
	Entrep	reneurial skill requirements	125
	•	gement expertise – name of the game	128
		preneurial immaturity	132
		olling the business	133
		ntrepreneur and human resource management	135
	_	ization structure	137
	_	ation of authority	140
	•	preneurial decision making	140 142
		onary and gut feeling as operational advantages vorking	144
		oreneurs and quality management	145
	_	ntrepreneur and management of the life-cycle	147
		ntrepreneur and business failure	150
		ntrepreneur and business growth	152
	Summ	-	155
7	Mark	eting and entrepreneurship	161
	Introd	luction	161
	Mark	eting and competition	162
	Mark	eting and markets	164
		et orientation	165
		et positioning and segmentation	167
	_	ost-modernist consumer challenge	172
		nodernism and product life-cycle	177
		g, value and concept flexibility	180
		rentiation and communication	182
		raphic dispersion and micro-demand	185
	Sumn	nary	186
8		egy and entrepreneurship	189
		duction	189
		preneurs and strategy	193
	•	nizational issues	195
		onment for entrepreneurial strategy preneurial strategies	201
	Sum	-	212
	Junu	y	224

		Contents	vii
9	Entrepreneurship, an overview	228	
	Introduction	228	
	The process of entrepreneurship	228	
	Entrepreneurs	229	
	Corporate entrepreneurship	230	
	Environment for enterprise	231	
	Finance, business planning and entrepreneurship	232	
	Operation and management	232	
	Marketing and entrepreneurship	233	
	Strategy and entrepreneurship	233	
	End view	234	
Index		239	