



Start-Up

A Practice Based Guide For New Venture Creation

1st edition

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Macmillan International Higher Education

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Ebook	9781137425843	\$52.99
Paperback	9781137425836	\$52.99

Start-Up is ideal for anyone looking to start a business – whether you are a student or a professional preparing to launch your own business or social enterprise. It covers the crucial business processes you need to consider when starting a new venture, and contains inspirational and educational cases of successful start-ups by young people from across the globe, including the UK, the US, Hong Kong and Romania. Drawing on the author's extensive practical experience, this book is a unique and invaluable guide to the world of start-ups. Key features: • Assumes no prior knowledge and covers essential finance skills. • Firmly based in practice with detailed advice on carrying out market and industry research. • Features an extensive range of international case studies and examples of start-ups. This concise and lively book is the perfect resource for students and entrepreneurs alike.

TABLE OF CONTENTS

1. Enterprise and individuals in society and economy
 2. Personal career paths and motives to start an enterprise
 3. Which idea is a business opportunity for you?
 4. Scanning the environment
researching the industry
 5. Finding or creating a market?
 6. Operational design and set up
 7. Business modelling that fits
 8. Legal issues and Governance
 9. Where is the money?
 10. Show me the money Financial planning and pricing
 11. Opportunity modelling
 12. Business planning and Start-up
- 6 more...

FEATURES

- Assumes no prior business knowledge and is pitched at a very introductory level
- Very practical focus on starting a business
- Doesn't neglect theory but covers only the essentials and refers readers to other resources and publications
- Includes case studies featuring startups launched by fellow students
- Integrated coverage of social enterprise themes, and where they differ from forprofit startups
- Very competitive price