



Entrepreneurship and Small Business

Start-up, Growth and Maturity

4th edition

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Macmillan International Higher Education

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The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance for prospective entrepreneurs. Adopting a life-cycle view of a business from start-up to maturity, it explores the many stages and forms of entrepreneurship. With an international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author's engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying Entrepreneurship or Small Business on undergraduate Business or Management degree courses, as well as on MBA programmes. It will also appeal to those looking to launch their own businesses.

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- Balanced coverage of theory and practice: encourages hands-on skills development for tomorrow's entrepreneurs as well as critical analysis for future academic study
- Up-to-date discussion of important topics such as social and civic enterprise and effectuation and lean entrepreneurship
- Truly global in scope, featuring cases, theory and video interviews from all parts of the world
- Rich multimedia content in the form of in-depth entrepreneur video interviews and additional online teaching and learning resources