



Entrepreneurship: An International Introduction

Dafna Kariv

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Entrepreneurship means different things to different people, but the entrepreneurial personality is a critical success factor to any new business. These traits are also increasingly in great demand at established multinational corporations.

This groundbreaking textbook differs from its competitors by placing an emphasis both on the core processes and practices of entrepreneurship, as well as demonstrating the impact of complex, local environments in shaping the processes of entrepreneurship. Topics include:

- Main processes of entrepreneurial venture creation, innovation and growth
- Operational steps characterizing processes of entrepreneurship
- Establishing and realizing entrepreneurial ventures
- Core processes and practices of entrepreneurship

With case studies and interviews with entrepreneurs from across the globe, *Entrepreneurship's* international approach makes it stand out from other titles, providing students and practitioners alike with a unique perspective on this subject.

A companion website featuring: a lecturer's guide, with extra assignments and links to videos, PowerPoint slides for teaching uses and a questionnaire with detailed feedback for students, is available at:

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