

BRIEF CONTENTS

- PART 1** The Entrepreneurial Mind-Set in the Twenty-First Century 1
- 1 Entrepreneurship: Evolutionary Development—Revolutionary Impact 2
 - 2 The Entrepreneurial Mind-Set in Individuals: Cognition and Ethics 27
 - 3 The Entrepreneurial Mind-Set in Organizations: Corporate Entrepreneurship 56
 - 4 Social Entrepreneurship and the Global Environment for Entrepreneurship 81

- PART 2** Initiating Entrepreneurial Ventures 105
- 5 Innovation: The Creative Pursuit of Ideas 106
 - 6 Assessment of Entrepreneurial Opportunities 124
 - 7 Pathways to Entrepreneurial Ventures 150
 - 8 Sources of Capital for Entrepreneurs 172

- PART 3** Developing the Entrepreneurial Plan 197
- 9 Legal Challenges for Entrepreneurial Ventures 198
 - 10 Marketing Challenges for Entrepreneurial Ventures 223
 - 11 Financial Preparation for Entrepreneurial Ventures 246
 - 12 Developing an Effective Business Plan 278

- PART 4** Growth Strategies for Entrepreneurial Ventures 363
- 13 Strategic Entrepreneurial Growth 364
 - 14 Valuation of Entrepreneurial Ventures 390
 - 15 Harvesting the Entrepreneurial Venture 419
- Glossary 439
- Name Index 451
- Subject Index 455