

Preface

Our purpose in writing this book was to give professors and students a textbook that provides the essentials of entrepreneurship, including key aspects of management, marketing, accounting, and finance for entrepreneurs. We assume that students will have already completed introductory business courses and will be ready to take the next step—starting a new business venture!

This text does not focus on entrepreneurship theory. Rather, we provide students with a step-by-step approach to starting a new business venture while offering real-life entrepreneur stories from both well-known business owners and small-town entrepreneurs. The authors make a point to cover the most up-to-date information, including COVID-19 and examples of how entrepreneurs and small business owners have responded to the pandemic. In addition, we have included classroom-tested cases based on actual small business challenges and opportunities.

The text is designed to help students understand how to prepare a business plan or shortened version of a business plan, which is a critical skill for business owners and those who work with them to prepare business plans and secure financing for startups and business expansions.

Key Features

- *Entrepreneurship: Concepts and Cases* is an accessible and relevant text that offers a unique narrative—A natural and relaxed writing style promotes a sense of a conversation between the authors and reader.
- Extensive use of real-world examples—Each chapter contains a wide variety of real-world examples, offering actual entrepreneur stories from both well-known business owners and small-town entrepreneurs. Students will be further engaged through the Entrepreneur Profiles and Entrepreneurship in Action box features, which include coverage of Kylie Jenner, Kate Hudson, and Chris Johnson, among others.
- Integrated coverage of ethics—The importance of management ethics and social responsibility is a theme that is incorporated into every chapter.
- Classroom-tested cases—The cases cover a variety of actual companies and situations, from startup decisions to expansion decisions.
- Contemporary design with a rich illustration program—Numerous graphs, figures, and tables reinforce the text discussions by providing a visual guide to key concepts.
- Student-friendly pedagogy and features—Features include chapter outlines, learning objectives, boxes (Entrepreneur Profile and Entrepreneurship in Action), on-page key term margin definitions, comprehensive chapter reviews, key terms, case studies, and much more.
- Complete Instructor's Support Package—The support package includes an Instructor's Resource Manual, a Test Item File, PowerPoint Lecture Slides, and Online Video Labs with Student Worksheets.

Online and in Print

Student Options: Print and Online Versions

Entrepreneurship: Concepts and Cases is available in multiple versions: online, in PDF, and in print as either a paperback or loose-leaf text. The content of each version is identical.

The most affordable version is the online book, with upgrade options including the online version bundled with a print version. What is nice about the print version is that it offers you the freedom of being unplugged—away from your computer. The people at Academic Media Solutions recognize that it is difficult to read from a screen at length and that most of us read much faster from a piece of paper. The print options are particularly useful when you have extended print passages to read.

The online edition allows you to take full advantage of embedded digital features, including search and notes. Use the search feature to locate and jump to discussions anywhere in the book. Use the notes feature to add personal comments or annotations. You can move out of the book to follow Web links. You can navigate within and between chapters using a clickable table of contents. These features allow you to work at your own pace and in your own style, as you read and surf your way through the material. (See “Harnessing the Online Version” for more tips on working with the online version.)

Harnessing the Online Version

The online version of *Entrepreneurship* offers the following features to facilitate learning and to make using the book an easy, enjoyable experience:

- *Easy-to-navigate/Clickable table of contents*—You can surf through the book quickly by clicking on chapter headings, or first- or second-level section headings. And the Table of Contents can be accessed from anywhere in the book.
- *Key terms search*—Type in a term, and a search engine will return every instance of that term in the book; then jump directly to the selection of your choice with one click.
- *Notes and highlighting*—The online version includes study apps such as notes and highlighting. Each of these apps can be found in the tools icon embedded in the Academic Media Solutions/Textbook Media’s online eBook reading platform (www.academicmediasolutions.com).
- *Upgrades*—The online version includes the ability to purchase additional study apps and functionality that enhance the learning experience.

Instructor Supplements

In addition to its student-friendly features and pedagogy, the variety of student formats available, and the uniquely affordable pricing options that are designed to provide students with a flexibility that fits any budget and/or learning style, *Entrepreneurship* comes with the following teaching and learning aids:

- *Test Item File*—This provides a set of multiple-choice, true/false, and essay questions for every chapter for creating original quizzes and exams.
- *Instructor’s Manual*—This is a condensed version of the book offering assistance in preparing lectures, identifying learning objectives, developing essay exams and assignments, and constructing course syllabi.
- *PowerPoint Presentations*—Key points in each chapter are illustrated in a set of PowerPoint files designed to assist with instruction. In addition to the key points, the slides include all of the numbered figures and tables from each chapter.
- *Online Video Labs with Student Worksheets*—A collection of high-quality, dynamic, and sometimes humorous video segments (contemporary and classic)

produced by a variety of media, academic, and entertainment sources, accessed via the web. Organized by chapter, the video segments illustrate key topics/issues discussed in the chapters. Each video segment is accompanied by a student worksheet that consists of a series of discussion questions that helps students connect the themes presented in the video segment with key topics discussed in the specific chapter.

Student Supplements and Upgrades (Additional Purchase Required)

- *Lecture Guide*—This printable lecture guide is designed for student use and is available as an in-class resource or study tool. Note: Instructors can request the PowerPoint version of these slides either to use as developed or to customize.
- *Quizlet Study Set*—Quizlet is an easy-to-use online learning tool built from all the key terms from the textbook. Students can turbocharge their studying via digital flashcards and other types of study apps, including tests and games. Students are able to listen to audio, as well as create their own flashcards. Quizlet is a cross-platform application and can be used on a desktop, tablet, or smartphone.