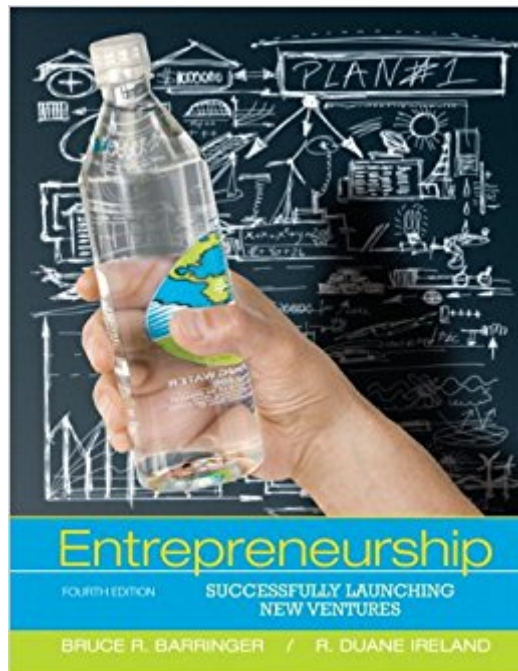


The book was found

Entrepreneurship: Successfully Launching New Ventures (4th Edition)



Synopsis

Entrepreneurship: Launching New Ventures introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way.

Book Information

Hardcover: 592 pages

Publisher: Pearson; 4 edition (October 27, 2011)

Language: English

ISBN-10: 0132555522

ISBN-13: 978-0132555524

Product Dimensions: 8.7 x 1 x 10.9 inches

Shipping Weight: 3.2 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (48 customer reviews)

Best Sellers Rank: #28,034 in Books (See Top 100 in Books) #8 in [Books > Textbooks >](#)

[Business & Finance > Entrepreneurship](#) #80 in [Books > Business & Money > Small Business &](#)

[Entrepreneurship > New Business Enterprises](#) #166 in [Books > Textbooks > Business & Finance](#)

[> Economics](#)

Customer Reviews

Easy to read. Colorful. Simple text style and setup. Lots of real life examples. The cases at the end of the chapters are useful for assessing what you just read. However, the book could use some more in-depth breakdown of a Feasibility Analysis and a Business Plan.

I bought this book for an entrepreneurship class, and I don't regret using it at all. It had plenty of useful information in it, but just as anything business-related, it's extremely wordy and takes forever to read. I ended up reading the first few sentences of every paragraph rather and getting about the same information out of it.

Bruce Barringer and company did a magnificent job in writing this textbook. Each chapter was outlined phenomenally and the writing style of each was easy to comprehend. There was a great balance between text and visuals which was really beneficial as well. Also, I really enjoyed the features throughout the text that amplified the ups and downs of real-life business ventures. One final note I'd like to make is how there were a lot of great additional resources (helpful websites, trade show suggestions, businesses that provide specific information) to help in starting a venture.

don't give 5 stars too often but this textbook deserves it.

This textbook offers insightful information about the entrepreneurial process. While the editing could use some work, the content is relatively current and easy to digest. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

Very helpful
Very Thoroughly written
Thank you for this helpful book. It explains everything I need because it is written step by step and each topic is explain in depth. I love and enjoy reading this book. There was very helpful information inside the book. I have learned something new things in this book. I will recommend this book to everyone.

This is an acceptable replacement for "Entrepreneurship: Successfully Launching New Ventures by Barringer, 4th (fourth) revised edition (2012)".

It was fun to read had amazing case studies, and was interesting. Do not buy a different edition as all the case studies have changed!

I ordered this book with expedited shipping on January 6th. It was suppose to ship out the 7th or 8th but ended up not shipping out until the 10th! After placing my order I read the other reviews and got a little nervous but the book ended up here in time for my class that started tomorrow (the 13th) and is in GREAT condition! There is no writing, highlighting, or marks of any kind inside the book. The only things wrong with the book are a couple of page corners were very slightly bent (most likely from quickly flipping through the pages) and there was slight sticker glue on the front cover. This book looks brand new though for the most part!

[Download to continue reading...](#)

Entrepreneurship: Successfully Launching New Ventures (4th Edition) Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices)
Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (4th Edition) (Financial Times Series) Entrepreneurship and Innovation in Automobile Insurance: Samuel P. Black, Jr. and the Rise of Erie Insurance, 1923-1961 (Garland Studies in Entrepreneurship)

Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed--and What to Do About It (The Kauffman Foundation Series on Innovation and Entrepreneurship) Entrepreneurship: Starting and Operating A Small Business (4th Edition) Fashion 2.0: Blogging Your Way to the Front Row: The Insider's Guide to Turning Your Fashion Blog into a Profitable Business and Launching a New Career Marketing for Entrepreneurs: Concepts and Applications for New Ventures All In Startup: Launching a New Idea When Everything Is on the Line Ventures Level 4 Teacher's Edition with Assessment Audio CD/CD-ROM Launching Your Art Career: A Practical Guide for Artists Shipping Greatness: Practical lessons on building and launching outstanding software, learned on the job at Google and Ventures Level 1 Value Pack (Student's Book with Audio CD and Workbook with Audio CD) Starting Your Career as an Artist: A Guide to Launching a Creative Life Fitness Launch Formula: The no fear, no b.s., no hype, action plan for launching a profitable fitness business in 60 days - from someone who's done it. Fitness Launch Formula: The no fear, no b.s., no hype, action plan for launching a profitable fitness business in 60 days or less - from someone who's done it Investing in Real Estate Private Equity: An Insider's Guide to Real Estate Partnerships, Funds, Joint Ventures & Crowdfunding Fantastic Ferrocement - For Practical, permanent Elven Architecture, Follies, Fairy Gardens and Other Virtuous Ventures Make Millions Selling on QVC: Insider Secrets to Launching Your Product on Television & Transforming Your Business (and Life) Forever

[Dmca](#)