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William B. Gartner, Marlene G. Bellamy

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CREATING THE ENTERPRISE represents a bold new approach to entrepreneurship that fully explores the dynamic nature of business in all its stages. It empowers students to develop the mindset, skills, and knowledge to evaluate and act on a wide variety of opportunities throughout their careers -- and in all aspects of their lives. Rather than embrace a narrow, traditional view of entrepreneurship, the authors prepare students to become "enterprisers"-- confident, focused individuals who take initiative to organize a project, in situations with some complications and risk, in order to make things happen. The text explores a wide range of topics using three levels of analysis (person, environment, and business) students can employ during three stages of change: recognizing and developing opportunities, progress and growth, and transition. While it provides an excellent overview of essential business principles and practices, CREATING THE ENTERPRISE is focused on helping students define, develop, and ultimately achieve their personal and professional goals.

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