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Dr. Robert D. Hisrich is the Director of the Walker Center for Global Entrepreneurship at Thunderbird and the Garvin Professor of Global Entrepreneurship. Hisrich is also president of H&B Associates, a marketing and management consulting firm he has founded.

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The contribution of entrepreneurial knowledge becomes more important, because according to (Hisrich, Peters, & Shepherd, 2008) individuals who have a strong intention to have a business when they...

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The Robert D. Hisrich and Michael P. Peters (1998) said, "Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic and social risks and receiving the resulting rewards of monetary and personal satisfaction and independence."

~~Entrepreneurship: Definition, Origin, Concept~~

ENTREPRENEURSHIP EIGHTH EDITION ROBERT D. HISRICH.PhD Garvin Professor of Global Entrepreneurship Director, Walker Center for Global Entrepreneurship Thunderbird School of Global Management MICHAEL P. PETERS, PhD Professor Emeritus Carroll School of Management Boston College DEAN A. SHEPHERD, PhD Randall L. Tobias Chair in Entrepreneurial Leadership and

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Robert D. Hisrich, Ph.D. College of Business Administration |

~~Robert D. Hisrich, Ph.D. | Kent State University~~

Robert D. Hisrich has 27 books on Goodreads with 1869 ratings. Robert D. Hisrich's most popular book is Entrepreneurship.

~~Books by Robert D. Hisrich (Author of Entrepreneurship)~~

Entrepreneurship, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of "how to" embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts, helping to reinforce key topics.

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Managing Innovation and Entrepreneurship - Ebook written by Robert D. Hisrich, Claudine Kearney. Read this book using Google Play Books app on your PC, android, iOS devices. Download for offline reading, highlight, bookmark or take notes while you read Managing Innovation and Entrepreneurship.

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Robert D. Hisrich, Ph.D., is the Garvin Professor of Global Entrepreneurship and director of the Walker Center for Global Entrepreneurship at Thunderbird School of Global Management. He has authored or coauthored 26 books and more than 350 articles on entrepreneurship.

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Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts.. . The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges.

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From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial mindset, this book balances the crucial line between modern theory and practice. .

Combining comprehensive coverage with a wide variety of real-life cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* gives entrepreneurs the tools they need to successfully launch international ventures in today's hypercompetitive world. Bestselling author Dr. Robert D. Hisrich helps students and entrepreneurs develop global business plans, select international opportunities, and determine the best entry strategy. The text also covers practical considerations such as legal concerns, the global monetary systems, global marketing, and global human resource management for entrepreneurs. The fully updated Third Edition provides increased attention to culture and reflects recent changes in our increasingly globalized world. Readers will also be exposed to new cases featuring international activities of entrepreneurs and ventures throughout the world.

The 8th Edition of *Entrepreneurship*, by Robert Hisrich, Michael Peters and Dean Shepherd has been designed to clearly instruct students on the process of formulating, planning, and implementing a new venture. Students are exposed to detailed descriptions of "how to" embark on a new venture in a logical manner. Comprehensive cases at the end of the text have been hand-picked by the authors to go hand-in-hand with chapter concepts. The superb author team of Hisrich, Peters, and Shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today's entrepreneurial challenges. From Bob Hisrich's expertise in global entrepreneurship to Mike Peter's background as a both a real-life entrepreneur and academic to Dean Shepherd's current research on cognition and entrepreneurial

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mindset, this book balances the crucial line between modern theory and practice.

Designed to instruct students on the process of formulating, planning, and implementing a new venture, this book addresses the dynamics of entrepreneurial challenges. It balances the crucial line between modern theory and practice.

The first book to look at innovation/entrepreneurship from an international perspective, *Managing Innovation and Entrepreneurship: A Global Perspective* provides a step-by-step process for managing innovation and entrepreneurship in an organization in both turbulent and stable economic times. Authors Robert D. Hisrich and Claudine Kearney demonstrate how to manage innovation on a day-to-day basis—using a wide range of real world scenarios, theories, principles, best practices, case studies, and modern examples. The book provides detailed coverage of each aspect of the process of innovation required to achieve success, including what it takes to build an innovative and entrepreneurial organization, how to develop innovation and entrepreneurship in both individuals and teams, how to manage and operationalize innovation and entrepreneurship, how to develop a global business plan, and more.

Beat the competition with **INTERNAL INNOVATION** If 3M's corporate leadership hadn't given researcher Art Fry a creative outlet, the world would never have seen the Post-it Note . . . Corporate entrepreneurs, intrapreneurs, mavericks. No matter what name they go by, these innovators are the pioneering forces within an organization who spark new enterprises, products, services, and processes to combat increased global competition. *Corporate Entrepreneurship* shows you how to develop and grow

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your organization by designing the culture, structure, strategies, and policies that encourage and support internal entrepreneurial ventures. Bestselling author and world-renowned entrepreneur Robert Hisrich teams up with global management expert Claudine Kearney to provide action plans, techniques, and insights for establishing an organizational culture that allows intrapreneurs to develop the entrepreneurial ventures that will secure value and generate new growth in your company. Every day, globalization and technological advancements continue to put more of your competitors within reach of your customers. In order for your company to stay attractive and thrive, you need the proven tools and tactics in this book to: Identify, evaluate, and fund venture opportunities Recognize bright corporate entrepreneurs and create their compensation plans Create business plans that avoid failure, optimize success, and develop and sustain corporate venturing Manage the internal politics of venturing Effectively implement corporate venturing into your organization Hisrich uses illustrative examples from his experience consulting for such global companies as 3M, Alcoa, Westinghouse, Citi, and many others. Through informative, well-researched case studies, he demonstrates how his concepts help companies prosper over the long run, gain market share, and stay on the cutting edge of their potential. If your employees aren't innovating, your company is losing its competitive edge. Use Corporate Entrepreneurship to give your mavericks what they need to keep your company on top—all over the world.

Entrepreneurship by Hisrich and Peters is intended for the undergraduate and graduate courses in entrepreneurship and has been designed to instruct students on how to formulate, plan and implement a

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new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Actual case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

One key for success for an entrepreneur is to obtain sales (revenue) and profits as quickly as possible upon launching the venture. Entrepreneurial Marketing focuses on this and the essential elements of success in order to achieve these needed sales and revenues and then grow the company. The authors build a comprehensive, state-of-the-art picture of entrepreneurial marketing issues, providing major theoretical and empirical evidence that offers a clear, concise view of the field. Through an international approach that combines both theoretical and empirical knowledge on entrepreneurship and marketing, this book informs and enhances an entrepreneurs' creativity, their ability to bring innovations to the market and their willingness to face risk and change the world. Key components addressed include: identifying and selecting the market, determining the consumer needs cost-effectively, executing the basic elements of the marketing mix (product, price, distribution, and promotion) and competing successfully in the domestic and global markets by implementing a sound marketing plan. Numerous illustrative examples bring the content to life. The mix of theoretical content, examples, empirical analyses and case studies, make this book an excellent resource for students, professors, researchers, practitioners, and policymakers all over the world.

Combining robust narrative with a wide variety of interesting cases, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture* focuses on the need for every entrepreneur to at least consider entering the global market in today's hypercompetitive world. As an ever-growing number

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of countries become market oriented and developed, the distinction between foreign and domestic markets is becoming less pronounced, and entrepreneurs increasingly need to develop skills to identify opportunities and then manage these opportunities on a global basis. International Entrepreneurship is an ideal resource for students, professors, government officials, and practitioners throughout the world who are interested in this vital, growing area. Key Features Includes chapter-opening international scenarios that feature a global entrepreneur or a global entrepreneurial venture to set the scene for the issues that follow Demonstrates global entrepreneurial issues through real-life cases from countries throughout the world Draws content from a wide variety of disciplines, including anthropology, economics, geography, history, jurisprudence, and language Includes chapter-ending class exercises, discussion questions, and suggestions for additional reading to provide readers with hands-on learning opportunities and avenues for future research Helpful Teaching Ancillaries Instructor Resources are available on a password-protected website at <http://www.sagepub.com/hisrichinstr>. These resources include chapter outlines, end of chapter discussions, chapter exercises, and teaching notes. International Entrepreneurship is appropriate as a core text for courses such as Global Entrepreneurship or International Entrepreneurship or as a supplement in upper-level undergraduate and MBA courses in Entrepreneurship, New Venture Management, and Entrepreneurship Strategy. In addition, it can be used as an ancillary text in International Business and International Management courses.

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