

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$802.45

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781412916561

Entrepreneurship. DePaul University made the top three on the graduate side.

The Ryan Creativity Center at DePaul received recognition for its Idea Clinic as one of the top ten business programs in universities that are "entrepreneurial hot spots" programs.

Lisa Gundry has been awarded the Innovation in Business Education Award in 1997, by the American Assembly of Collegiate Schools of Business (AACSB) Mid-Continent East Association. She has also received the DePaul University Excellence in Teaching Award.

Jill Kickul received the 2000 Management Department Teaching Innovation and Assessment Award.

In this engaging and practical book, authors Lisa K. Gundry and Jill R. Kickul uniquely approach entrepreneurship across the life cycle of business growth_offering entrepreneurial strategies for the emerging venture, for the growing venture, and for sustaining growth in the established venture. Written from the point of view of the founder or the entrepreneurial team, the book offers powerful and practical tools to increase a venture's potential for success and growth.