

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$624.21

Editorial:

Año: 2013

Tema:

Edición: 3ª

Sinopsis

ISBN: 9780415631884

If you have an interest in things entrepreneurial and wonder if you have what it takes to be a successful entrepreneur, then this book is written for you. Authors Bill Bolton and John Thompson offer a unique focus, seeing everything through the eyes of the entrepreneur.

This refreshed third edition is split into two fascinating parts. Part I builds an understanding of the entrepreneur as a person based on the key factors of talent and temperament - a unique framework for understanding and exploiting entrepreneurial opportunities. The process of starting and growing a business and the infrastructure and environment in which the entrepreneur has to operate, are described in detail. Part II tells the stories of famous entrepreneurs including classic figures such as Henry Ford, through to social entrepreneurs and even anti-social entrepreneurs such as Al Capone!

This insightful, empirically based, original take on the entrepreneur, and thereby entrepreneurship, provides students with a new and challenging way into the subject.