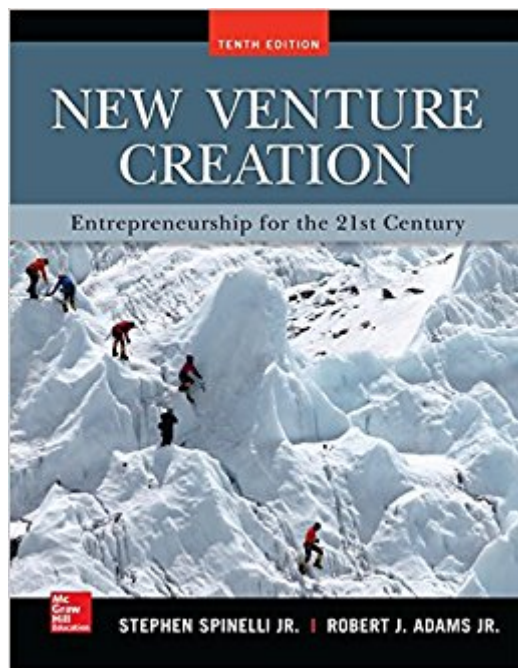




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# **New Venture Creation: Entrepreneurship For The 21st Century (Irwin Management)**



## Synopsis

New Venture Creation: Entrepreneurship for the 21st Century is about the process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. The book presents the substantial body of knowledge about the entrepreneurial process in a pragmatic way – through text, case studies, and hands-on exercises – to help readers compress their learning curves, reduce their ultimate risk and pain, and allow them to gain more from their subsequent entrepreneurial experiences.

## Book Information

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## Customer Reviews

McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide

One dimensional understanding of entrepreneurship. Spinelli has little to no understanding of market/mixed/command economic effects on entrepreneurship, barriers to entry, nor does he understand that exigent changes to fiscal policy/MS supply and therefore decreasing interest rates/increasing national investments are not necessarily signals to enter markets half-baked with his juvenile go-getter attitude. This text is irresponsible, dangerous, and will negatively affect entrepreneurs with more fire than brains. Read Armen Alchian instead.

This coupled with my fantastic lecturer helped me to ace my module. Another step closer to completing my MBA :)

Great book if you are looking to launch a business. Very helpful information, I bought it for a class and was pleasantly surprised.

Great

Amazing

Good.

The authors do not create an obvious tie between elements of the word formulas and the table data they are meant to compliment in the chapter on deal valuation, structure, and negotiation. Thus, formulas for figuring Ownership Dilution for rounds of financing, The First Chicago Method, Discounted Cash Flow, etc. are confusing to those who are not already familiar with these methods. The case files are thought-provoking exercises and are the best part of the book.

The text seems scattered and often seemed to repeat itself.

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