

# Entrepreneurship Successfully Launching New Ventures 4th Edition

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#### Entrepreneurship: Successfully Launching New Ventures ...

Entrepreneurship: Successfully Launching New Ventures, 2006, Barringer, R Duane Ireland, 0131464477, 9780131464476, Pearson Prentice Hall, 2006

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LAUNCHING NEW VENTURES Allen\_301590\_fmIndd iii 12/14/07 4:26:40 PM all of entrepreneurship can be reduced to people From the entrepreneur's motivation to start a business to the decisions made about growth, customers, facilities, employees, and the exit from the busi- neurs start many ventures in their lives, so they experience the

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Entrepreneurship: Successfully Launching New Ventures, 4e (Barringer/Ireland) Chapter 2 Recognizing Opportunities and Generating Ideas 1) BenchPrep, the company profiled in the opening feature for Chapter 2, sells an iPhone app to help students prepare for the GMAT and other exams The original idea for the company

#### CHAPTER 1

Explain entrepreneurship and discuss its importance 2 Describe corporate entrepreneurship we believe is the foundation for successfully launching a

start-up firm, is the separating successful new ventures from unsuccessful ones

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### **ENTREPRENEURSHIP FROM CHAPTER NO 1 TO 10 QUIZ 1**

10 The development of a new venture based on an inventor's work often requires \_\_\_\_ a Expertise of an entrepreneur b Heavy investment from financiers c Skilled human resources d Highly educated staff Entrepreneurship (MGT602) Quiz # 02 1 \_\_\_\_ is the process in marketing of dividing a market into

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### **CHAPTER 2 RECOGNIZING OPPORTUNITIES AND ...**

Chapter 2: Recognizing Opportunities and Generating Ideas to

### **V. Intellectual Property Nuts and Bolts**

Entrepreneurship: Successfully Launching New Ventures, "[i]ntellectual property is any product of human intellect that is intangible but has value in the marketplace" Note that it is called "intangible" property because it is the product of human imagination, creativity and inventiveness Although a

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