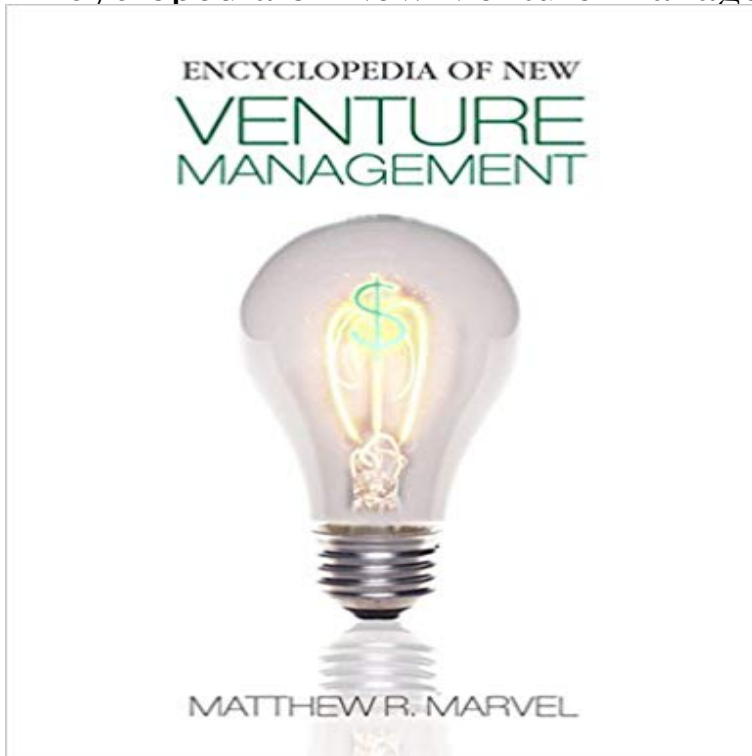


Encyclopedia of New Venture Management



New venture management requires all the skills obtained within the typical MBA program, and then some. While those entering traditional management positions within established companies might expect to find established customers, a degree of predictability, formalized procedures, and earnings that may be taken more-or-less for granted, new ventures often are launched into highly dynamic environments characterized by rapid technological change, inherent unpredictability, and an uncertain cash flow. Such ventures often require rapid growth to succeed. While new ventures offer those who initiate them a high degree of independence, excitement, and potential for great reward, they also bring high risk, stress, and greater potential for failure. Thus, it takes a special set of skills, techniques, and temperament to succeed. These skills, along with the potential risks and rewards and environmental settings and characteristics, are explored in the Encyclopedia of New Venture Management. Features & Benefits: 150 carefully selected signed entries (each with Cross References and Further Readings) are organized in A-to-Z fashion to give students easy access to the full range of topics in new venture management. A thematic Readers Guide in the front matter groups related entries by broad topical and thematic areas to make it easy for users to find related entries at a glance, with themes that include Entrepreneurial Decision Making, Corporate Entrepreneurship, Entrepreneurial Marketing, Leadership & Human Resources, Financing & Development, and more. In the electronic version, the Readers Guide combines with a detailed Index and the Cross References to provide users with robust search-and-browse capacities. A Chronology in the back matter helps students put individual events into broader historical context. A Glossary provides

students with concise definitions to key terms in the field. A Resource Guide to classic books, journals, and web sites (along with the Further Readings accompanying each entry) helps guide students to further resources for their research journeys. An appendix includes the report, The State of Small Business.

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