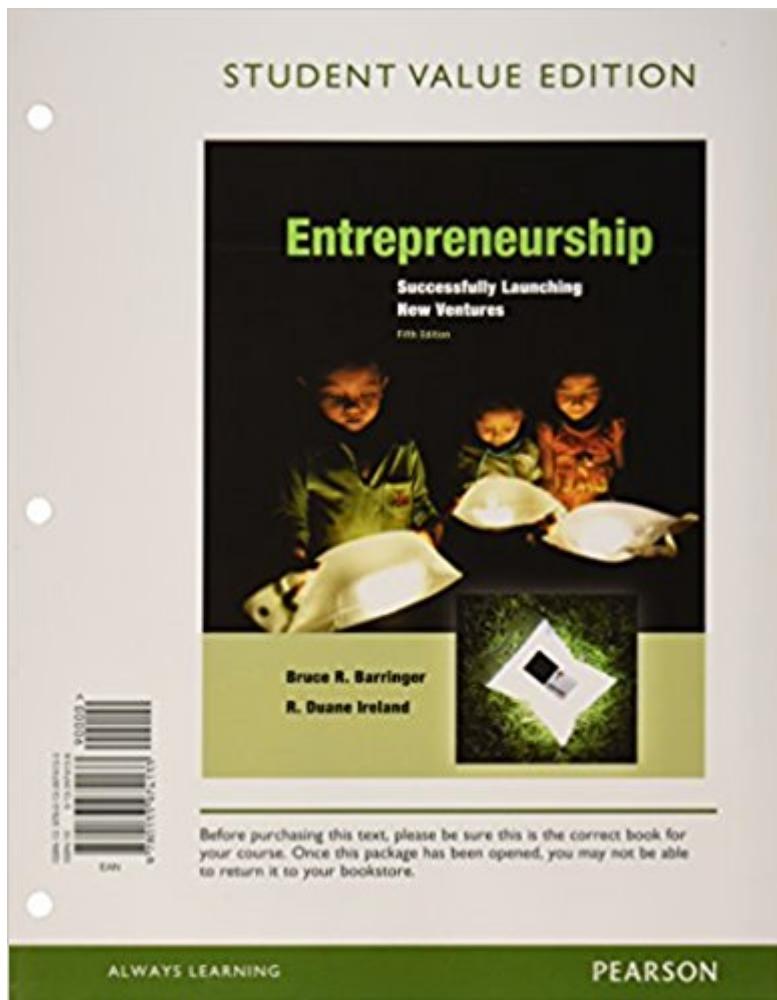


The book was found

# Entrepreneurship: Successfully Launching New Ventures, Student Value Edition Plus MyEntrepreneurshipLab With Pearson EText -- Access Card Package (5th Edition)





## Synopsis

NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab & Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab & Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in entrepreneurship. This package includes MyEntrepreneurshipLabTM.

Entrepreneurship: Successfully Launching New Ventures explores the allure of entrepreneurship, teaching readers how to successfully start their own businesses. With real business profiles of inspiring young entrepreneurs, the text engages readers through relevant examples they can easily relate to. The Fifth Edition examines entrepreneurship through an easy, four-step process that clearly outlines both the excitement and the difficulty of launching one's own business. Careful to identify failures as well as successes, Successfully Launching New Ventures is a straightforward guide to starting one's own business.

Personalize Learning with MyEntrepreneurshipLab MyEntrepreneurshipLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

Entrepreneurship: Successfully Launching New Ventures Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package, 5/e

Package consists of:

Entrepreneurship: Successfully Launching New Ventures 013397409X / 9780133974096

MyEntrepreneurshipLab with Pearson eText -- Access Card -- for Entrepreneurship: Successfully Launching New Ventures

--This text refers to an out of print or unavailable edition of this title.

## Book Information

Loose Leaf: 592 pages

Publisher: Pearson; 5 edition (January 13, 2016)

Language: English

ISBN-10: 0134471822

ISBN-13: 978-0134471822

Product Dimensions: 8.4 x 0.9 x 10.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 83 customer reviews

Best Sellers Rank: #226,409 in Books (See Top 100 in Books) #167 in Books > Textbooks > Business & Finance > Entrepreneurship #1901 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship #2171 in Books > Textbooks > Business & Finance > Economics

## Customer Reviews

R. Duane Ireland is a University Distinguished Professor and holder of the Conn Chair in New Ventures Leadership in the Mays Business School, Texas A&M University. He teaches strategic management courses at all levels. He has more than 200 publications. His research, which focuses on diversification, innovation, corporate entrepreneurship, strategic entrepreneurship, and the informal economy, has been published in an array of journals. He has served as a member of multiple editorial review boards and is a former editor of the Academy of Management Journal. He has been a guest editor for 12 special issues of journals. He is a past president of the Academy of Management. Dr. Ireland is a fellow of the Academy of Management and a fellow of the Strategic Management Society. He is a research fellow in the Global Consortium of Entrepreneurship Centers and received an award in 1999 for Outstanding Intellectual Contributions to Competitiveness Research from the American Society for Competitiveness. He received the Falcone Distinguished Entrepreneurship Scholar Award from Syracuse University in 2005, the USASBE Scholar in Corporate Entrepreneurship Award from USASBE in 2004, and the Riata Distinguished Entrepreneurship Scholar award from Oklahoma State University in 2014. He received awards for the best article published in Academy of Management Executive (1999), the Academy of Management Journal (2000), and the Journal of Applied Management and Entrepreneurship (2010). He received an Association of Former Students Distinguished Achievement Award for Research from Texas A&M University (2012). In 2014, Dr. Ireland was listed as a Thomson Reuters Highly Cited Researcher (a listing of the world's most influential researchers), and he was also listed as one of The World's Most Influential Scientific Minds (a listing of the top cited researchers in science around the globe).

Bruce Barringer and company did a magnificent job in writing this textbook. Each chapter was

outlined phenomenally and the writing style of each was easy to comprehend. There was a great balance between text and visuals which was really beneficial as well. Also, I really enjoyed the features throughout the text that amplified the ups and downs of real-life business ventures. One final note I'd like to make is how there were a lot of great additional resources (helpful websites, trade show suggestions, businesses that provide specific information) to help in starting a venture. I don't give 5 stars too often but this textbook deserves it.

This textbook offers insightful information about the entrepreneurial process. While the editing could use some work, the content is relatively current and easy to digest. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

I bought this book for an entrepreneurship class, and I don't regret using it at all. It had plenty of useful information in it, but just as anything business-related, it's extremely wordy and takes forever to read. I ended up reading the first few sentences of every paragraph rather and getting about the same information out of it.

A very boring book but has good information. I wish that the author could have been more entertaining with some of the subject matter to make it easier to read.

We used this book in our Entrepreneurship class. Unlike many text books this one does not put you to sleep. We haven't covered the entire book yet but so far the text book covers a little bit of everything - it explains it in easy to understand verbiage and the case studies reinforce the point. Very good text book. Only fault I find as I do with many textbooks is the price. However, I am sure I will keep it and refer to it for many years to come.

Easy to read. Colorful. Simple text style and setup. Lots of real life examples. The cases at the end of the chapters are useful for assessing what you just read. However, the book could use some more in-depth breakdown of a Feasibility Analysis and a Business Plan.

A lot of information given in a very effective way. Great examples and fun to read.

This is an acceptable replacement for "Entrepreneurship: Successfully Launching New Ventures by Barringer, 4th (fourth) revised edition (2012)".

[Download to continue reading...](#)

Entrepreneurship: Successfully Launching New Ventures, Student Value Edition Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package (5th Edition) Selling Today: Partnering to Create Value, Student Value Edition Plus 2014 MyMarketingLab with Pearson eText -- Access Card Package (13th Edition) Entrepreneurship: Successfully Launching New Ventures (5th Edition) Managerial Accounting, Student Value Edition Plus NEW MyAccountingLab with Pearson eText -- Access Card Package (4th Edition) Business Statistics Student Value Edition Plus NEW MyStatLab with Pearson eText -- Access Card Package (2nd Edition) Entrepreneurship: Successfully Launching New Ventures (4th Edition) The Economics of Money, Banking and Financial Markets, Student Value Edition Plus MyEconLab with Pearson eText -- Access Card Package (11th Edition) Engineering Mechanics: Statics, Student Value Edition Plus MasteringEngineering with Pearson eText -- Access Card Package (14th Edition) Introduction to Econometrics, Update Plus NEW MyEconLab with Pearson eText -- Access Card Package (3rd Edition) (Pearson Series in Economics) Intermediate Algebra: Functions & Authentic Applications, Books a la Carte Edition Plus NEW MyMathLab with Pearson eText -- Access Card Package (5th Edition) Microeconomics Plus MyEconLab with Pearson eText -- Access Card Package (12th Edition) (The Pearson Series in Economics) Pearson's Federal Taxation 2018 Comprehensive Plus MyAccountingLab with Pearson eText -- Access Card Package (31st Edition) Linear Algebra and Its Applications plus New MyMathLab with Pearson eText -- Access Card Package (5th Edition) (Featured Titles for Linear Algebra (Introductory)) Precalculus plus NEW MyMathLab with Pearson eText -- Access Card Package (5th Edition) (Blitzer Precalculus Series) Principles of Macroeconomics Plus MyEconLab with Pearson eText (1-semester access) -- Access Card Package (12th Edition) Horngren's Financial & Managerial Accounting Plus MyAccountingLab with Pearson eText -- Access Card Package (5th Edition) (Miller-Nobles et al., The Horngren Accounting Series) Microbiology with Diseases by Taxonomy Plus MasteringMicrobiology with Pearson eText -- Access Card Package (5th Edition) Physical Chemistry: Principles and Applications in Biological Sciences Plus MasteringChemistry with Pearson eText -- Access Card Package (5th Edition) Short Course in Photography: Digital, A, Plus NEW MyArtsLab with Pearson eText -- Access Card Package (3rd Edition) Elementary and Intermediate Algebra, Plus NEW MyMathLab with Pearson eText -- Access Card Package (4th Edition) (Carson Developmental Algebra Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)