

Brief Contents

Preface	14	Chapter 8	Assessing a New Venture's <i>Financial Strength</i> and Viability	287	
Acknowledgments	23	Chapter 9	Building a <i>New-Venture</i> Team	321	
About the Authors	26	Chapter 10	Getting <i>Financing</i> or Funding	355	
PART 1					
Decision to Become an Entrepreneur	27	PART 4	Managing and Growing an Entrepreneurial Firm	391	
Chapter 1	Introduction to <i>Entrepreneurship</i>	29	Chapter 11	Unique <i>Marketing</i> Issues	393
PART 2					
Developing Successful Business Ideas	67	Chapter 12	The Importance of <i>Intellectual</i> Property	431	
Chapter 2	Recognizing <i>Opportunities</i> and Generating Ideas	69	Chapter 13	Preparing for and <i>Evaluating</i> the Challenges of Growth	467
Chapter 3	<i>Feasibility Analysis</i>	103	Chapter 14	Strategies for <i>Firm Growth</i>	497
Chapter 4	Developing an <i>Effective</i> Business Model	141	Chapter 15	Franchising	531
Chapter 5	Industry and Competitor <i>Analysis</i>	177	Glossary	567	
Chapter 6	Writing a Business Plan	211	Name Index	575	
PART 3			Company Index	578	
Moving from an Idea to an Entrepreneurial Firm	247		Subject Index	584	
Chapter 7	Preparing the Proper <i>Ethical</i> and <i>Legal</i> Foundation	249			