



# Entrepreneurship

By HAROLD P.. WELSCH

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## Entrepreneurship By HAROLD P.. WELSCH

The creation of new business organizations for economic prosperity is the keystone of commercial development. The study of this process has occupied the minds of scholars for centuries and the need to move from theories of entrepreneurship to the actual 'doing' of entrepreneurship is intense. Theorizing about entrepreneurship has been done across many disciplines, but what can be taken from the existing traditions to contribute to our teaching and learning experiences?

Written for educators, researchers, and practitioners, *Entrepreneurship: The Way Ahead* offers insight and perspective on entrepreneurship from the foremost academic leaders in the field. Taking a contemporary approach to entrepreneurial processes, the book considers how the convergence of individual, opportunity and environment ultimately leads to success or failure, while illuminating the true relationship between entrepreneurship and technological and social issues. It also explores innovations and developments in entrepreneurship education and training, while evaluating existing literature and research.

This important book represents some of the most advanced thinking in the field of entrepreneurship, providing an essential grounding of new theory for researchers and entrepreneurial managers alike.

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