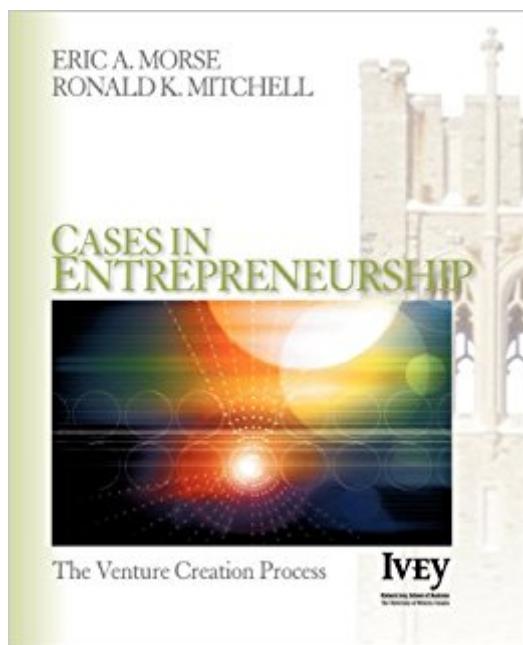


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Cases In Entrepreneurship: The Venture Creation Process (The Ivey Casebook Series)



Synopsis

Cases in Entrepreneurship: The Venture Creation Process is the first book to be based upon a cognitive framework of entrepreneurship. These cases are compatible with courses in Entrepreneurship, and New Venture Management at the undergraduate and MBA level in schools of business.Â

Book Information

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Customer Reviews

Dr. Eric Morse is an assistant professor of entrepreneurship at the Ivey School of Business, where he serves as the Executive Director of The Institute for Entrepreneurship. His principle areas of expertise include entrepreneurial strategy, corporate entrepreneurship and entrepreneurial cognition. Dr. Morseâ™s research has appeared, or is forthcoming, in AMJ, ET&P, JBV and other top research journals. Previously, at the University of Victoria, he was co-designer of the UVic Entrepreneurship Program, and also taught management consulting and the capstone strategy class for the MBA Program. He was the architect of UVicâ s partnership in International Executive M.B.A. education (Taiwan) and President/Director of the International Centre for Venture Expertise. Dr. Morse serves, or has served on the board of directors for several entrepreneurial start-ups and actively consults with both private and government enterprises. Dr. Morseâ s past work experience includes stints with Andersen Consulting and the Los Alamos National Laboratory - in their technology transfer office.

It's a textbook that I needed for a class. The cases are all based in Canada and discuss different business scenarios and how identify several business problems.

It was in pretty good shape I like it a lot.. I like how the person didn't lie because sometimes that happens

I took this course with the author(Mitchell) and he links these examples and cases within the book to situations that you can easily learn from!

It was for a class I was taking.

Good Quality!

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