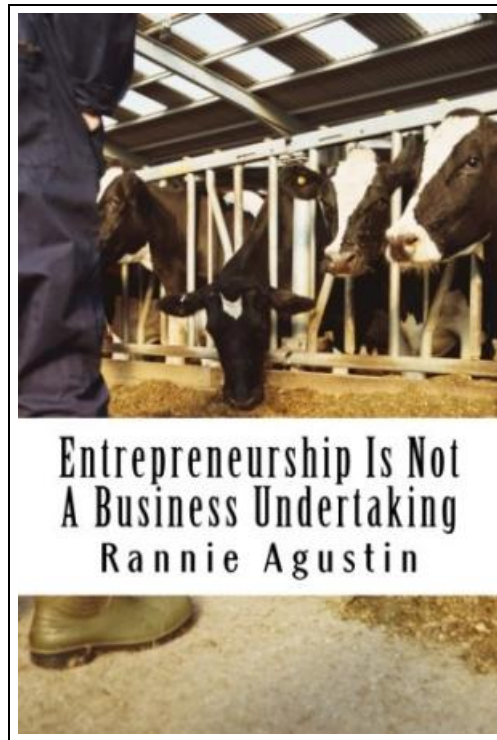


Entrepreneurship Is Not a Business Undertaking



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Reviews

Very useful to all of class of people. It is really simplified but unexpected situations within the 50 % in the ebook. I am delighted to let you know that this is actually the best book i have read in my personal daily life and can be he finest ebook for at any time.
(Gwen Schultz)

ENTREPRENEURSHIP IS NOT A BUSINESS UNDERTAKING



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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Entrepreneurship Is Not A Business Undertaking, first of the 5 volumes, is composed of 4 Chapters. It is different from the usual Entrepreneurship and Management books. Consist of 2 major parts, Entrepreneurship and Management principles, it aims to provide a clear meaning of Entrepreneurship in economic sociology framework. The book s first two (2) chapters deal with Schumpeterian Entrepreneurship, historical, economic, social, psychological and spiritual perspectives of entrepreneurship--the why s and how s the social and economic situations formed or evolved and the need for entrepreneurs and innovations. The historical perspective gave a clear definition of Entrepreneurship as distinguished from business ventures or undertakings. It discussed how Entrepreneurship lost of right track from economic theory for economic development to misleading perception and idea of small businesses or self-employment for individuals with unique traits. The economic perspective discussed some theories presented briefly their contributions to entrepreneurship. The social perspective includes some works and philosophical syntheses to describe the present situations or phenomena and causes that necessitate change. John Rawls and Michael Walzer s philosophical thoughts and theories are adopted beside the spiritual perspective. Psychological Perspective is demonstrated with the works of Gordon Allport and Carol Gilligan among others to help us understand the behaviours and values of individuals described in economic and social spiritual perspectives. The author believes that entrepreneurship neither in economic theory nor economic sociology can stand alone nor by political economy. It must be complemented with Management knowledge and skills. The chapter 3 of this book discussed the introductory and basic principles of management which include the four (4) functions of managements; manager s and entrepreneurs roles and skills. The functions are presented with examples....



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