



Resourcing the Start-Up Business: Creating Dynamic Entrepreneurial Learning Capabilities (Routledge Masters in Entrepreneurship)

Oswald Jones, Allan Macpherson, Dilani Jayawarna

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Starting a business successfully requires numerous skills and resources. The alarming rate of failures associated with new ventures suggests that potential entrepreneurs would welcome expert advice at the most vital stage in the life of any business.

The expert author team focus on those resources, skills, capabilities and learning required by any entrepreneur in the process of starting a new business. Specifically, this text aims to:

- Introduce and explain those resources (including finance) that are essential to successful business creation
- Identify the key skills and capabilities that are required by entrepreneurs
- Highlight the ways in which new resources are combined with the entrepreneur's existing resource base to develop the business effectively
- Explore the way entrepreneurs learn in the process of developing their business

Drawing on the most up-to-date and most relevant research, this concise textbook provides students and academics of entrepreneurship with a practical guide to acquiring the appropriate resources in order to start a new firm.

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