

Launching New Ventures An Entrepreneurial Approach

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Allen works with scientists and engineers to identify markets and applications for their technologies, develop commercialization teams, and prepare them to launch ventures and seek funding. She is the author of more than 15 books in the field of entrepreneurship and technology commercialization.

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Equip tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace with LAUNCHING NEW VENTURES, 7TH EDITION. Readers follow the process from the initial idea and testing a business model to designing a business and preparing for growth.

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Many (if not most) people think of entrepreneurship in terms of launching a new company. In fact, as the subtitle of Joel Peterson's book correctly suggests, entrepreneurship includes "new ventures" that could be a new product or service, of course, as well as a new department, market, policy, or procedure.

Entrepreneurial Leadership: The Art of Launching New ...

Advance your learning through Foundations of Private Equity and

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Venture Capital, offered the week following Launching New Ventures, which delves into entrepreneurial finance and offers advice for navigating the world of private equity and venture capital. Together, these programs provide you with essential skillsets for exploring investment opportunities and leading a successful enterprise.

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Launching New Ventures Transform a promising entrepreneurial opportunity into a venture concept proposal, and launch it as a business. Learn the key steps in the venture creation process, including feasibility analysis, marketing and fundraising.

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Veterans Launching Ventures is a certificate course for veterans and their families who are ready to meet their next challenge, and want to start or grow a business but in need of some

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guidance. If you're a veteran, and the idea of being an entrepreneur excites you, Veterans Launching Ventures (VLV) is for you.

Veterans Launching Ventures | Fairleigh Dickinson University

LAUNCHING NEW VENTURES provides tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process, from initial idea through drafting of the actual business plan.

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Written business plan Focus on a unified, connected product line or service line Competition based on a dimension other than price (e.g. quality or service) Early, frequent intense and well-targeted marketing Tight financial controls Sufficient start-up and growth capital Corporation model, not ...

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