

# BRIEF TABLE OF CONTENTS

---

## PART 1 IN SEARCH OF ENTREPRENEURSHIP 2

- 1 The Search for Entrepreneurship 4
- 2 The Properties of Entrepreneurship 28
- 3 Entrepreneurship and Innovation 47
- 4 Entrepreneurship and the Economy 70
- 5 Entrepreneurship in Context 93
- 6 The Life Cycle of Entrepreneurship 115

*Integrative Case Study 1* 143

*Integrative Case Study 2* 146

*Integrative Case Study 3* 149

## PART 2 IN SEARCH OF THE ENTREPRENEUR 154

- 7 The Search for the Entrepreneur 156
- 8 Entrepreneurs and Managing Creativity 180
- 9 Entrepreneurial Networking 203
- 10 Entrepreneurial Decision-Making and Planning 223

*Integrative Case Study 4* 243

*Integrative Case Study 5* 248

*Integrative Case Study 6* 252

<b>PART 3</b>	<b>IN SEARCH OF ENTERPRISE VALUE</b>	256
<b>11</b>	<b>Entrepreneurial Marketing</b>	258
<b>12</b>	<b>The Creation and Protection of Knowledge</b>	280
<b>13</b>	<b>The Entrepreneurial Team</b>	301
<b>14</b>	<b>Entrepreneurial Business Models and Processes</b>	322
<b>15</b>	<b>Entrepreneurial Finance</b>	346
	<i>Integrative Case Study 7</i>	374
	<i>Integrative Case Study 8</i>	377
	<i>Integrative Case Study 9</i>	380
	<i>Glossary of Terms</i>	383
	<i>Index</i>	387