

SIXTH EDITION

New Venture Creation

ENTREPRENEURSHIP FOR THE 21ST CENTURY

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New Venture Creation: An Innovator's Guide to Entrepreneurship. Marc H. Meyer. 4.6 out of 5 stars 20. Still reading but definitely a good template for entrepreneurial venture comprehension. Read more. Helpful. New Venture Creation: Entrepreneurship for the 21st Century, Canadian Edition, addresses the needs of upper-level entrepreneurship and new venture courses. Timmons provides strong, comprehensive theoretical coverage balanced with practical examples and cases, all designed to instruct students on how to formulate, plan for, finance, launch, manage, and eventually harvest a new venture. Timmons, Canadian Edition, is a rigorous, practical, and experiential text. New Venture Creation is a cross-disciplinary entrepreneurship course open to 9th semester students. The elective equips enrolled students with an entrepreneurial skillset, opportunistic networking and fosters innovation and new business start-ups. This course is aimed at all would-be entrepreneurs, established entrepreneurs and students interested in business development processes. The course is designed as a live case New Venture Creation book. Read 10 reviews from the world's largest community for readers. New Venture Creation: Entrepreneurship for the 21st Century is... The design and flow of the book are New Venture Creation: Entrepreneurship for the 21st Century is about the actual process of getting a new venture started, growing the venture, successfully harvesting it, and starting again. In new venture creation, entrepreneurs need to focus on strategically analysing the external macro-environment to determine gaps and deficiencies where exploitable needs/problems may exist. Such analysis enables the entrepreneur to learn and discover new information, analyse it for trends and possibilities and develop unique, innovative solutions to identify problems or needs in the marketplace (McKelvie et al., 2007).