

ES2B6: Starting a Business

Krysta Moysidou

View Online



[1]

Baron, R.A. and Shane, S. 2008. Entrepreneurship: a process perspective. Thomson/South-Western.

[2]

Barrow, C. et al. 2015. The business plan workbook: a practical guide to new venture creation and development. KoganPage.

[3]

Barrow, P. and Warwick Business School. Centre for Small and Medium Sized Enterprises 2001. The best-laid business plans: how to write them, how to pitch them. Virgin.

[4]

Blundel, R. and Lockett, N. 2011. Exploring entrepreneurship: practices and perspectives. Oxford University Press.

[5]

Meyer, M.H. et al. 2014. New venture creation: an innovator's guide to entrepreneurship. SAGE.

[6]

Pinson, L. 2014. Anatomy of a business plan: the step-by-step guide to building your business and securing your company's future. Out of Your Mind...and Into the Marketplace.

[7]

Ries, E. 2011. The lean startup: how constant innovation creates radically successful businesses. Portfolio Penguin.

[8]

Shane, S. 2002. The foundations of entrepreneurship. Edward Elgar Pub.

[9]

Spinelli, S. and Adams, R.J. 2016. New venture creation: entrepreneurship for the 21st century. McGraw-Hill Education.