ES2B6: Starting a Business

Krysta Moysidou



Baron, R. A., & Shane, S. (2008). Entrepreneurship: a process perspective (2e [ed.]). Thomson/South-Western.

Barrow, C., Barrow, P., & Brown, R. (2015). The business plan workbook: a practical guide to new venture creation and development (Eighth edition). KoganPage. http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3088513

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

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

Meyer, M. H., Crane, F. G., & Meyer, M. H. (2014). New venture creation: an innovator's guide to entrepreneurship (2nd ed). SAGE.

Pinson, L. (2014). Anatomy of a business plan: the step-by-step guide to building your business and securing your company's future (8th ed). Out of Your Mind...and Into the Marketplace. http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb2895002

Ries, E. (2011). The lean startup: how constant innovation creates radically successful businesses. Portfolio Penguin. http://webcat.warwick.ac.uk/record=b3490057~S1

Shane, S. (2002). The foundations of entrepreneurship: Vol. An Elgar reference collection. Edward Elgar Pub.

Spinelli, S., & Adams, R. J. (2016). New venture creation: entrepreneurship for the 21st century (Tenth edition). McGraw-Hill Education.