

IB2170: Starting a Business

Krysta Moysidou

View Online



Baron, Robert A., and Scott Shane. 2008. *Entrepreneurship: A Process Perspective*. 2e [ed.]. Mason, OH: Thomson/South-Western.

Barrow, Colin, Paul Barrow, and Robert Brown. 2015. *The Business Plan Workbook: A Practical Guide to New Venture Creation and Development*. Eighth edition. London: KoganPage.

Barrow, Paul 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*. Vol. Virgin business guides. London: Virgin.

Blundel, Richard, and Nigel Lockett. 2011. *Exploring Entrepreneurship: Practices and Perspectives*. Oxford: Oxford University Press.

Meyer, Marc H., Frederick G. Crane, and Marc H. Meyer. 2014. *New Venture Creation: An Innovator's Guide to Entrepreneurship*. 2nd ed. Thousand Oaks, Calif: SAGE.

Pinson, Linda. 2014. *Anatomy of a Business Plan: The Step-by-Step Guide to Building Your Business and Securing Your Company's Future*. 8th ed. Tustin, CA: Out of Your Mind...and Into the Marketplace.

Ries, Eric. 2011. *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*. London: Portfolio Penguin.

Shane, Scott. 2002. *The Foundations of Entrepreneurship*. Vol. An Elgar reference collection. Northampton, MA: Edward Elgar Pub.

Spinelli, Stephen, and Robert J. Adams. 2016. *New Venture Creation: Entrepreneurship for the 21st Century*. Tenth edition. New York: McGraw-Hill Education.