

IB2170: Starting a Business

Krysta Moysidou

View Online



1.

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

2.

Spinelli S, Adams RJ. New venture creation: entrepreneurship for the 21st century. Tenth edition. New York: McGraw-Hill Education; 2016.

3.

Meyer MH, Crane FG, Meyer MH. New venture creation: an innovator's guide to entrepreneurship. 2nd ed. Thousand Oaks, Calif: SAGE; 2014.

4.

Baron RA, Shane S. Entrepreneurship: a process perspective. 2e [ed.]. Mason, OH: Thomson/South-Western; 2008.

5.

Shane S. The foundations of entrepreneurship. Vol. An Elgar reference collection. Northampton, MA: Edward Elgar Pub; 2002.

6.

Ries E. The lean startup: how constant innovation creates radically successful businesses [Internet]. London: Portfolio Penguin; 2011. Available from:

<http://webcat.warwick.ac.uk/record=b3490057~S1>

7.

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

8.

Barrow C, Barrow P, Brown R. The business plan workbook: a practical guide to new venture creation and development [Internet]. Eighth edition. London: KoganPage; 2015. Available from: http://encore.lib.warwick.ac.uk/iii/encore/record/C__Rb3088513

9.

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