



Entrepreneurship for Everyone: A Student Textbook

Robert Mellor

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'Innovative, well organised, readable and authoritative. This is a text that takes a modern and refreshing approach to a subject that is an essential ingredient on today's economic agenda' - *Graham Beaver, Professor of Strategic Management, Visiting Professor to Queensland University of Technology, Fellow of the University of Warwick*

Not everyone who wants to study entrepreneurship has a theoretical background in business.

Specifically written for students who do not have a strong business theory background, the authors of **Entrepreneurship for Everyone** bring alive the crucial issues for understanding this dynamic field. Going beyond the traditional textbook, the authors equip students with the necessary business knowledge and essential practical advice on applying that knowledge in the real world, to a range of types of industry - from sustainable industries, information technology, healthcare, biotechnology, as well as the musical and creative industries.

Key entrepreneurship concepts that are covered include:

- the theories and tools of creative thinking

- market research
- intellectual property protection
- relevant economics

If you are coming to this area anew, and especially if you are interested in how entrepreneurship is applied, putting this text back on the shelf could cost you real success.

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