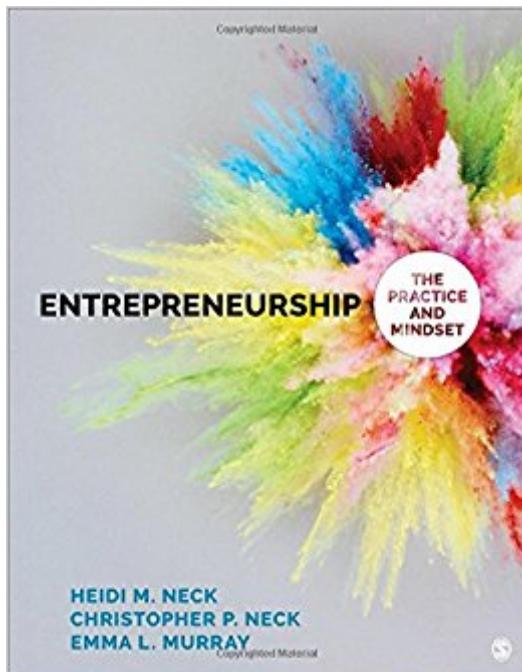


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# Entrepreneurship: The Practice And Mindset



## **Synopsis**

From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, Chris Neck, an award-winning professor, and Emma Murray, business consultant and author, comes this ground-breaking new text. Â Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Â Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.Â Â

## **Book Information**

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"A very good primer on business startups in the twenty first century. The book is practice oriented, well-written and includes a good overview of the key areas of importance for the budding entrepreneur." --Robert W. Robertson "I really like the chapter on design thinking; IT TEACHES STUDENTS HOW TO THINK (outside the box), to identify an idea and develop it." --Bill Zannini "It SPEAKS FRANKLY ABOUT SUBJECTS in a personal manner that most other textbooks don't address--like worry and fear." --Timothy Ritter "I think [the coverage of learning from failure] is a

welcome change! Students learn so much by hearing strategies of overcoming 'what went wrong' and how to do it right the next time. I COMMEND THE AUTHORS for taking this approach and am glad that they included this vital part of the entrepreneurial process." --Amy Gresock "I think this book is STRONG, LEADING EDGE VIEW of modern entrepreneurship. The three chapters I reviewed did a wonderful job of presenting the entrepreneurial mindset, design thinking, and failing forward." --Charlie Nagelschmidt "I think the greatest strength of the book is that it is CLEAR YET INSIGHTFUL. It felt easy to read, while providing deep and important knowledge about entrepreneurship." --Laurent Josien "Neck takes research and translates it into practical examples. This is a textbook that entrepreneurs will read. Essentially, I see this as the NEW PERFECT ENTREPRENEURSHIP TEXT." --Ryan Kauth "A book on entrepreneurship that is updated, current and relevant to the boomers, gen X, gen Y and the Millennials. It is a playbook, not a dry textbook. Readers can change their lives, perspectives and business models with this work." --Paula A. White "Only book that is updated and current, reflecting new developments in society in the era of internet/social media." --Ram Kesavan "Professors (and students) serious about entrepreneurship as a practice will choose this text." --Susan Berston "This is a good solid basic book that could be helpful to students as they become serious about entrepreneurship. This book isn't full of fluff that isn't useful. It is a book that provides students the opportunity to develop skills that will be useful as they begin to develop as entrepreneurs." --Nancy Kucinski "A solid, practical approach to entrepreneurship where the authors challenge students to think rather than just memorize for the exams." --Dr. Martin Bressler

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