



Enterprise, Entrepreneurship and Small Business

Simon Down

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`A thoughtful and reflective account of "enterprise", offering meaningful and contextualized knowledge to students at all levels, written in a style that is as engaging as it is informative – and peppered with unobtrusive dry wit' - *Professor Sara Carter, OBE, Hunter Centre for Entrepreneurship, University of Strathclyde*

Enterprise, Entrepreneurship and Small Business is an exciting new text for all students of business. Broad and inquisitive in its intellectual outlook, this provocative but accessible textbook covers core themes and topics in the study of enterprise, as well as looking at subjects that are often ignored, from criminal entrepreneurs and the demise of Enron, to 'entre-tainment' and ethnic and indigenous entrepreneurship.

Along the way, the reader will find an interactive exploration not only of the processes of entrepreunering, of managing small enterprises, or of the implications of working in an entrepreneurial corporation - he or she will also be challenged to consider enterprise in its social, economic, political and moral contexts. This textbook moves beyond the narrow, prescriptive focus on the 'how' employed by other textbooks, and places equal emphasis on the 'why' - all the time considering the role of enterprise, entrepreneurship and small business in the world we live in.

Supported by lively case studies, real-life examples and a concept guide of key terms, this text is ideal for undergraduate and postgraduate students on any course with an emphasis on enterprise and entrepreneurship.

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