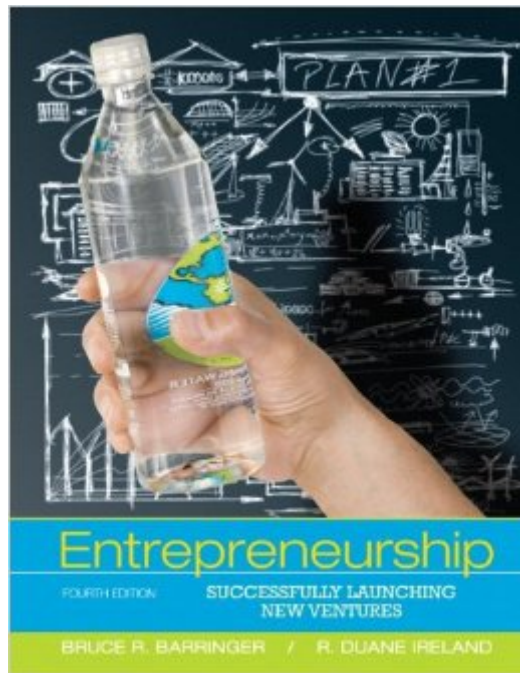


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Entrepreneurship: Successfully Launching New Ventures (4th Edition)



Synopsis

Entrepreneurship: Launching New Ventures introduces readers to the process of entrepreneurial success and shows them how to be effective every step of the way.

Book Information

Hardcover: 592 pages

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (48 customer reviews)

Best Sellers Rank: #28,034 in Books (See Top 100 in Books) #8 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #80 in [Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises](#) #166 in [Books > Textbooks > Business & Finance > Economics](#)

Customer Reviews

Easy to read. Colorful. Simple text style and setup. Lots of real life examples. The cases at the end of the chapters are useful for assessing what you just read. However, the book could use some more in-depth breakdown of a Feasibility Analysis and a Business Plan.

I bought this book for an entrepreneurship class, and I don't regret using it at all. It had plenty of useful information in it, but just as anything business-related, it's extremely wordy and takes forever to read. I ended up reading the first few sentences of every paragraph rather and getting about the same information out of it.

Bruce Barringer and company did a magnificent job in writing this textbook. Each chapter was outlined phenomenally and the writing style of each was easy to comprehend. There was a great balance between text and visuals which was really beneficial as well. Also, I really enjoyed the features throughout the text that amplified the ups and downs of real-life business ventures. One final note I'd like to make is how there were a lot of great additional resources (helpful websites, trade show suggestions, businesses that provide specific information) to help in starting a venture.

don't give 5 stars too often but this textbook deserves it.

This textbook offers insightful information about the entrepreneurial process. While the editing could use some work, the content is relatively current and easy to digest. However, be warned: the Kindle eBook version only allows use on 2 simultaneous devices. Apparently, this is set by the publisher (Prentice Hall). If you are like most modern students with a laptop, tablet, phone, etc., it may be difficult to get the content where you need it when you need it.

Very helpful
Very Thoroughly written
Thank you for this helpful book. It explains everything I need because it is written step by step and each topic is explain in depth. I love and enjoy reading this book. There was very helpful information inside the book. I have learned something new things in this book. I will recommend this book to everyone.

This is an acceptable replacement for "Entrepreneurship: Successfully Launching New Ventures by Barringer, 4th (fourth) revised edition (2012)".

It was fun to read had amazing case studies, and was interesting. Do not buy a different edition as all the case studies have changed!

I ordered this book with expedited shipping on January 6th. It was suppose to ship out the 7th or 8th but ended up not shipping out until the 10th! After placing my order I read the other reviews and got a little nervous but the book ended up here in time for my class that started tomorrow (the 13th) and is in GREAT condition! There is no writing, highlighting, or marks of any kind inside the book. The only things wrong with the book are a couple of page corners were very slightly bent (most likely from quickly flipping through the pages) and there was slight sticker glue on the front cover. This book looks brand new though for the most part!

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