



# Launching New Ventures: An Entrepreneurial Approach

*Kathleen R. Allen*

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## **Launching New Ventures: An Entrepreneurial Approach** Kathleen R. Allen

LAUNCHING NEW VENTURES, 7e provides tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process: from initial idea, to developing and testing a business model, to designing a business and preparing for growth. The seventh edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Allen focuses on the pre-startup and startup stages of a new business, with special emphasis on the process and activities that must take place prior to opening a new business. The student-friendly material includes real-world case studies, new venture action plans, and advice from successful entrepreneurs and the author herself. Part One introduces the foundations of entrepreneurship and entrepreneurial opportunity that are important to understanding the decisions that entrepreneurs make, the environment in which they make those decisions, and the tasks they must undertake before launching a new company. Part Two addresses the heart of entrepreneurial activity--the development and testing of a new business model through feasibility analysis. Part Three focuses on the planning that goes into designing an effective, scalable startup organization. Part Four looks at planning for growth and change in the new organization.

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