



Managing New Ventures: Concepts and Cases on Entrepreneurship

Anjan Raichaudhuri

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This book not only introduces the fundamental concepts of entrepreneurship but also presents the critical issues that an entrepreneur needs to be familiar with for launching, nurturing, managing and harvesting new ventures. The book explains sequentially the life-cycle of a venture, and discusses topics such as opportunity identification, planning, start-up issues, managing growth and harvesting. Case studies are presented featuring real-life dilemmas faced by Indian entrepreneurs in the manufacturing and the service industries, to make the readers familiar with the ecosystem confronting Indian entrepreneurs.

The book is ideally suited for students who wish to venture into entrepreneurship as well as for professionals with interest in policy making, investing or consulting.

KEY FEATURES

- A list of learning objectives for each chapter and a set of questions at the end are given to assist students.
- Profiles of two leading entrepreneurs are given after each chapter to examine the relevance of the concepts discussed in the book.
- India-centred approach of this text makes it unique and interesting.



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