

Entrepreneurship Development A Panacea For Unemployment

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[Through the Gender Lens](#) - Funmi Soetan
2018-12-12

A cross-sectoral overview of social and political development policies and practices and their gender outcomes in Nigeria, this volume describes the status of women and men under the colonial and post-colonial policy regimes, unearthing the gender relations and gender (in)equality outcomes.

Igniting 37 Crore Growth Engines - Pradeep S. Chauhan 2022-11-14

The book strives to bring focus to the enormous significance of Youth power in the Bharat's growth story. Bharat is the youngest nation in the world and this is Her greatest comparative advantage in terms of resources. However, the challenge is to recognise and utilise this potential for fast tracking the country into league of the most developed nations. This book takes an in-depth look at various aspects connected to the youth like demographic dividend, entrepreneurship, technology, rural development, skilling and employment. The book advocates a focused policy for the youth in order to ignite these 37 crore growth engines and make Bharat the biggest global economic power.

Enterprising Africa - Stephen Dobson
2020-12-30

Enterprising Africa explores the future opportunities, challenges, growth areas and key themes that will shape entrepreneurship in the African continent over the next decade. Entrepreneurship can be the key to unlock

resilient growth, but only if it is driven by both socially productive and growth-oriented new businesses. The book considers entrepreneurship as an enabler for socio-economic growth and development in Africa, especially in the context of youth unemployment and increasing youth population for which the traditional, and indeed emerging, industrial sectors will not be able to produce sufficient jobs to meet demand. Organised around three thematic parts, Part I covers the notion of inclusive growth and the role that entrepreneurs can play supporting this. Part II considers the dynamic between entrepreneurs and the environment since social, economic and environmental concerns need to build upon each other rather than vie for recognition. Finally, Part III offers chapters exploring policy contexts and the wider institutional ecosystems that need to be developed and enhanced to ensure a strong and vibrant environment for the future entrepreneurs of Africa to thrive. Edited and authored by leading experts in the field, this fascinating text will be of interest to academics as well as students of International, Transformational and Social Entrepreneurship, and International and African Business.

The Palgrave Handbook of Minority Entrepreneurship - Thomas M. Cooney
2021-04-17

Bringing much needed clarity and definition to the term 'minority entrepreneur,' this authoritative and timely handbook explores the

distinctive challenges that minority communities face when founding and managing new ventures. The handbook is inclusive of any community who might be considered disadvantaged or under-represented in terms of entrepreneurial activity and included are women, youths, seniors, disabled, immigrants, Indigenous peoples, LBGTQ+, ex-offenders, Roma, refugees and many others. Chapters highlight the idiosyncratic nature of the many communities examined before offering frameworks and models that draw together the various findings. With a cast of international contributors, this scholarly handbook discusses the surrounding literature of minority entrepreneurship and takes an all-encompassing approach to its interpretation. It also addresses the sorely under-researched area of entrepreneurial behaviour among minorities and disadvantaged groups. This is particularly important for policymakers tasked with designing and delivering initiatives that are appropriate for the needs of these communities. Ultimately this handbook contributes to existing knowledge by:

- providing a current understanding of the literature for each of the communities;
- investigating the uniqueness of the entrepreneurial behaviour within the communities;
- offering new frameworks/models from which future researchers can build new knowledge.

The handbook provides a comprehensive account of an important and fast emerging field of entrepreneurship, and is an invaluable resource for students, researchers and policymakers.

Entrepreneurship Development in India - Anshuja Tiwari 2007

Harvest of research outcomes to confirm achievement of the millennium development goals - Simeon O. Jekayinfa 2017-09-15

In 2000, the leaders of member states of the United Nations adopted the Millennium Declaration, which set out a series of clear commitments, goals and targets to achieve Human Development. These ambitious goals were subsequently refined into eight Millennium Development Goals (MDGs), designed to provide a framework for accountability, donor coordination and resource mobilization. The MDGs are: Eradicate extreme poverty and

hunger; achieve universal primary education; promote gender equality and empower women; reduce child mortality; improve maternal health; combat HIV/AIDS, malaria and other diseases; ensure environmental sustainability; and develop a global partnership for development. The first seven of these Goals are concerned with outcomes, identifying the progress towards certain standards of human well-being and decent living which should be achieved globally and nationally by 2015. The eighth Goal is concerned with relationships, identifying various aspects of a “global partnership for development” which must be forged to support the realization of these poverty reduction, human development and environmental sustainability standards. The MDGs provide opportunities to start working from real-life development problems. Addressing these problems requires multidisciplinary approaches that combine the natural sciences, the life sciences and technical approaches with social-science approaches. The challenge is to integrate social, economic, political and institutional concerns into research strategy. To be able to achieve this, there is a need to establish a linking pin between research, policy and practice in Nigeria. The aim of such a linking pin would be to synthesize research outcomes on specific MDG-related topics and to translate these into implications for policy - and decision - making through easily accessible gathering where individual stakeholders can air their views. The articles contained in this book address research outcomes from stakeholders (Sociologists, Economists, Agronomists, Agricultural Engineers, Civil Engineers, Environmental Scientists and Engineers, Geographers, Geologists, Microbiologists, Medical Practitioners, Policy Makers, Educationists, etc.) to confirm achievement of Millennium Development Goals in Nigeria and other neighboring countries.

“MAKE IN INDIA: A JOURNEY AHEAD WITH SSI AND ENTREPRENEURSHIP DEVELOPMENT” - Pandit Kauraji Gate

ANSU Journal of Peace and Development Studies - 2012-09

Climate Literacy and Innovations in Climate

Change Education - Ulisses M. Azeiteiro
2018-01-13

This book addresses the links between climate change and the threats it poses to sustainable development, from a distance education perspective. Discussing current trends and challenges in sustainable development education, climate literacy and innovations in climate change education, it contributes to the global debate on the implementation of education for sustainability. It also assesses the role that e-learning can play in this process, addressing pedagogical concepts as well as the wide range of technological options now available.

Promoting Entrepreneurship to Reduce Graduate Unemployment - Katono, Isaac Wasswa
2022-04-01

Based on recognition, evaluation, and exploitation of opportunities, entrepreneurship is a process that stimulates economic growth, provides us with new products and services, and serves as a solution to low unemployment rates. Hence, many governments encourage their citizens to embrace entrepreneurship as a strategy to mitigate unemployment, particularly youth and graduate unemployment. While studies show that entrepreneurship education has yielded positive results in Western countries, in other parts of the world it seems that most students still prefer to seek paid employment in their career of choice. Promoting Entrepreneurship to Reduce Graduate Unemployment seeks to expand understanding of the barriers that face graduates in becoming entrepreneurs in various countries, examining the role of educational institutions in promoting graduate entrepreneurship and evaluating governments as well as other schemes that promote graduate entrepreneurship. Although it will not be a panacea for all the obstacles that impede graduate entrepreneurship, it is hoped that this book will illuminate the entrepreneurship career path, serve as a platform for further diagnosis for reducing graduate unemployment, and highlight areas in need of further research. Covering topics such as entrepreneurial self-efficacy, career choice, and educated unemployment, it serves as a dynamic resource for educators, educational administration and faculty, government

institutions, graduate students, student organizations, professionals, researchers, and academicians.

Higher Education, Community Engagement and Entrepreneurship in Southern Africa - I. G. Govender
2021-02-24

This volume explores the pressing issues of entrepreneurship education and development in Southern Africa. It discusses the various roles of higher education institutions in enhancing entrepreneurship in localised communities, and provides a systematic solution for improving the Southern African economy by realising the importance of empowering the youth with entrepreneurial skills. In addition, successful development requires effective policies and contemporary approaches to both community engagement and entrepreneurship management. The book uses different Southern African case studies to discuss the various issues and innovations in entrepreneurship in the country.

Current Debates in Social Sciences

InTraders 2020-3 - Assoc. Prof. Dr. Yurdagül MERAL

Economic growth is a key issue both in economic policy making and in economic research. In eastern nations of the world, the interest in economic growth has been in the centrestage in view of the persistently high rates of unemployment and resurgence of recessionary pressures on these economies due to spillover effects from other developed economies undergoing recessionary phases.

Entrepreneurial activities not only open up new doorways of income generation for individuals residing in the economy but is also looked upon now as panacea to treat unemployment by most governments, provided such ventures turn out to be revenue generating for the entrepreneur after all the risk he is willing to undertake. Entrepreneurship contributes to the development of innovative technologies, processes as well as business systems which in turn influences the prevailing market structures in the economy disrupting the competition existing in the markets. Nonetheless it bound to impact the capital formation in the economy and thus the growth of the economy. The inter relations between credit extension by commercial banks, entrepreneurship and economic growth are investigated in this paper

empirically using autoregressive models.

ECMLG 2019 15th European Conference on Management, Leadership and Governance - Professor Anabela Mesquita 2019-11-14

Entrepreneurship Growth and Development - Rashid Ali 1995

Study on the growth and development of small-scale entrepreneurship in Kumaun District, India.

Aspects of Entrepreneurship - Basu Sharma 2018-12-14

The pursuit of new endeavors unleashes a passion in the men and women that pursue them. This passion facilitates the practice of entrepreneurship by injecting the necessary energy and devotion to the recognition and exploitation of new initiatives. However, at times, practice clashes with that drive, so we are left to wonder how passion and practice meet up. This edited volume sheds light on this debate through the contributions of various researchers, active in the field of entrepreneurship. With unique perspectives on developments in the field, they offer insights that unravel the mysteries of what lies behind the term 'entrepreneurship' that propels societies forward.

The Future of Entrepreneurship in Africa - Anthony Abiodun Eniola 2022-12-30

For many years, entrepreneurship has been considered as one of the most important solutions to the three-pronged challenges, poverty, unemployment and inequality, of most African countries. A recent development that has undoubtedly compounded the challenges that African entrepreneurs face and further impede the economic growth impact is Covid-19. This pandemic has exerted severe damage to economies and businesses globally. For the African setting, the implications of Covid-19 on businesses and individuals would be enormous, as African societies are rarely equipped to absorb unexpected shocks of this magnitude as the social and welfare schemes are far below requirements. This book illuminates entrepreneurship in the African setting, focusing on the prospects, challenges, and the post-Covid-19 pandemic future. It aims to offer a rich repository of information on strategies and techniques for sustaining entrepreneurial

activities that can enrich African nations and will be of relevance to academics, researchers, advanced students, entrepreneurs, governments, and government agencies who are interested in understanding issues relating to entrepreneurship development within the African continent.

Enabling Agri-entrepreneurship and Innovation - Catherine Chan 2017-02-14

Agricultural entrepreneurs in conflict and post-conflict regions face special challenges; not just everyday personal risks, but also the difficulties of building small businesses when real or threatened violence can disrupt business growth cycles and economic security. Alongside establishing secure institutions, building a secure economy is rightly seen as the best way for conflict-torn regions to establish a peaceful future. But current agricultural entrepreneurship training and development starts from an assumption of peace, meaning that it is not always fit for purpose. The result is sub-optimal program design and inefficient use of resources. A product of a collaboration of experts in the fields of agri-business, agricultural marketing, and international development, this book gives officials and agencies developing entrepreneurship programs the practical real-life examples they need.

Entrepreneurship and the Informal Sector - Nnamdi O. Madichier 2022-12-26

This book contributes to the ongoing discussion around entrepreneurship in Africa and how it can be made more sustainable. The chapters included highlight the need to consider the grey area between private and public sector dichotomy, which has been the focus of previous research efforts. The contributors to this book offer an intersectional view of entrepreneurship and widen the lens of inquiry to include informal sectors in discussions pertaining to innovation in business. The individual chapters consider economic and sociocultural contexts, the role of gender, the effect of militancy on entrepreneurship and informal small and medium enterprises. By doing so, this book argues that the neglect accorded to the informal and self-employment sectors may have hampered African business development in various ways. This book is a significant new contribution to studying informality in relation to

business and entrepreneurship. It will be of interest to researchers and advanced students of business, economics, politics, sociology, public policy, and development studies. This book was originally published as a special issue of the Journal of African Business.

Globalisation and Internationalisation of Higher Education in Malaysia - 2008

Job Creation and Local Economic Development 2016 - OECD 2016-11-21

This second edition of Job Creation and Local Economic Development examines how national and local actors can better work together to support economic development and job creation at the local level.

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship -

Khosrow-Pour, D.B.A., Mehdi 2018-11-09

As businesses aim to compete internationally, they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition. Trends in entrepreneurship that drive consumer engagement and business initiatives, such as social media marketing, yields customer retention and positive feedback. Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation, entrepreneurship, and marketing strategies. While highlighting challenges such as successful social media interactions and consumer engagement, this book explores valuable information within various business environments and industries such as e-commerce, small and medium enterprises, hospitality and tourism management, and customer relationship management. This book is an ideal source for students, marketers, social media marketers, business managers, public relations professionals, promotional coordinators, economists, hospitality industry professionals, entrepreneurs, and researchers looking for relevant information on new methods in digital marketing and entrepreneurship.

Family Assistance Act of 1970 - United States. Congress. House. Committee on Rules 1970

Journal of Business & Management Studies

- 2006

Family Assistance Act of 1970 - United States. Congress. Senate. Committee on Finance 1970

EBOOK: ENTREPRENEURSHIP - KIRBY 2002-07-16

EBOOK: ENTREPRENEURSHIP

Sustainable Entrepreneurship - Vanessa Ratten 2019-03-27

Sustainable entrepreneurship focuses on how the environment is embedded within business practices. This book examines collaboration strategies and initiatives for sustainable entrepreneurs with a wide variety of partners, and demonstrates how they can be used to increase overall performance and achieve global competitiveness. Based on the latest empirical evidence from emerging economies, the book's respective chapters address sustainability issues in connection with knowledge creation and learning, outsourcing, and the roles of universities, consultants, and the public sector. Training for Employment - International Labour Office 2000

This report examines the human resources development and training dimensions of the gradual, but inexorable, shift towards knowledge-, skill-, and service-based economies and societies, and the stupendous growth of the information and communications technology sectors. It offers the following four conclusions: (1) all countries will feel the impact of these changes; (2) older, more mature economies with skilled workers may resist change and suffer from a mismatch between skills and needs, and so need to stress education and training and make them more widely available in order to maintain employability and productivity over a lifetime; (3) in developing countries, more workers need to be educated so that they are not forced into unemployment, and young workers are most likely to benefit from training programs undertaken in a well-established institutional context; and (4) in all countries, major structural reforms are needed to adapt training continuously to the changing nature and dynamics of labor markets and to improve access to training for everybody throughout life. The report raises points for discussion of the role of human resources development in all

types of economies.--Publisher's description.

The Palgrave Handbook of African Entrepreneurship - Oluwaseun Kolade
2021-11-30

This comprehensive handbook offers a state-of-the-art guide to new frontiers of African entrepreneurship. Written from a Pan-African perspective by a cast of international authors, the book addresses the rapid modernisation and evolution of African entrepreneurship and business practices. It maps new developments in entrepreneurial ecosystems, technology and digital entrepreneurship, entrepreneurship in conflict zones, and gender and diversity issues. It proposes new models for entrepreneurial financing and explores the contrast between entrepreneurship in high-technology urban centers with peripheral rural districts and conflict zones. Bringing together empirical insights and case studies from countries across Africa, the Handbook illuminates regional and contextual differences and shares theoretical and practical insights which inform policy and practice. It is an ideal guide for researchers and students working on international business, entrepreneurship and emerging economies. It will also inform policymakers in developing context-informed entrepreneurial policies and initiatives in Africa.

ENTREPRENEURSHIP DEVELOPMENT, SECOND EDITION - SHARMA, SANGEETA
2021-07-01

This book is a modest attempt to acquaint students with the basics of entrepreneurship and the prevailing entrepreneurial climate in India. Motivating young brains to explore and follow entrepreneurial pursuits by educating them about its challenges, opportunities, risks and rewards is the prime objective of this introductory text. In the course of writing the present book, special care has been taken to elaborate on a number of ideas, theories and concepts so as to help readers explore and understand various aspects and dimensions of entrepreneurship. Wherever needed, the contents are supplemented with suitable examples, cases and caselets in order to make reading more interesting and relevant. The book also presents a comprehensive coverage of few niche areas of study, namely 'Creativity, Innovation and Value Creation', 'Family-owned

Businesses' and 'Rural Entrepreneurship'. Introduction of three new chapters, in addition to a complete overhaul of the existing text enhances academic credentials of the book, apart from bringing about required freshness and materiality. The book conforms to the syllabi of B.A. and BBA of many universities and hence it is suitable for their course study. Besides, the EDP trainers and motivators associated with government institutes (NISEBUD, MSME, NIMSME, SIDO, TCOS, CEDs and ITIs) may also find this book of immense value to them. KEY FEATURES Comprehensive coverage of all prescribed topics Systematic arrangement and analytical presentation of contents Extensive use of tables and diagrams to illustrate the text Chapter-end exercises for better grasp of the topics covered Recapitulation for a quick glance of the topics Coverage of new policy initiatives, programmes and schemes launched by the Union Government Description of various legal compliances for setting up of a new venture Coverage of all provisions, schemes and programmes enacted by the Ministry of MSME and the Ministry of Entrepreneurship and Skill Development A comprehensive overview of the 'Startup India' mission of the union government Inclusion of relevant highlights of budget 2020-21 TARGET AUDIENCE B.Com/M.Com BBA/MBA B.Voc • B.Tech

ECIE 2021 16th European Conference on Innovation and Entrepreneurship Vol 1 - Dr Florinda Matos
2021-09-16

These proceedings represent the work of contributors to the 16th European Conference on Innovation and Entrepreneurship (ECIE 2021), hosted by ISCTE Business School, Instituto Universitário de Lisboa, Portugal on 16-17 September 2021. The Conference Chair is Dr. Florinda Matos and the Programme Co-Chairs are Prof Maria de Fátima Ferreira, Prof Álvaro Rosoi and Prof Isabel Salavisa all from Instituto Universitário de Lisboa, Portugal. ECIE is a well-established event on the academic research calendar and now in its 16th year, the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at Instituto Universitário de Lisboa, Portugal, but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The

scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. The keynote presentation is given by Soumodip Sarkar, Vice-Rector, from University of Évora, Portugal on the topic of Social Intelligence. The second day of the conference will open with an address by Professor Vittorio Loreto, Sapienza University of Rome, Italy, who will talk about Exploring the adjacent possible: play, anticipation, surprise.

The Fourth Industrial Revolution: Implementation of Artificial Intelligence for Growing Business Success - Allam Hamdan
2021-04-11

This book focuses on the implementation of AI for growing business, and the book includes research articles and expository papers on the applications of AI on decision-making, health care, smart universities, public sector and digital government, FinTech, and RegTech. Artificial Intelligence (AI) is a vital and a fundamental driver for the Fourth Industrial Revolution (FIR). Its influence is observed at homes, in the businesses and in the public spaces. The embodied best of AI reflects robots which drive our cars, stock our warehouses, monitor our behaviors and warn us of our health, and care for our young children. Some researchers also discussed the role of AI in the current COVID-19 pandemic, whether in the health sector, education, and others. On all of these, the researchers discussed the impact of AI on decision-making in those vital sectors of the economy.

African Entrepreneurship - Leo-Paul Dana
2018-05-23

This book outlines the unique challenges and opportunities of doing business in Africa, analysing how varying degrees of development across its countries affects entrepreneurship. Taking into account historical and cultural contexts, the authors approach the topic by evaluating the different possibilities of business opportunity in Africa. Insightful contributions explore an extensive range of African countries, discussing both formal and informal entrepreneurship, as well as the different factors that influence the growing economy of Africa. African Entrepreneurship will be of interest to anyone researching the potential of doing

business in Africa, as well as entrepreneurs and policy-makers looking to expand their knowledge on how businesses are managed in this region.

Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy - Baporikar, Neeta 2020-06-26

With the need for sustainability, a focus on developing an economic system that aims at minimizing waste, commonly referred to as the circular economy, is emerging. Circular economy and studies related to it have gained worldwide attention, as it seems to be an effective alternative economic system. Naturally, the circular economy will impact enterprises and will shift how entrepreneurship development and entrepreneurial opportunities are perceived, developed, and resourced. The Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy is a collection of pioneering research that advances the understanding of entrepreneurship development, identifies the opportunities, and manages the entrepreneurship development, policies, and programs in order to further a circular economy. In addition to entrepreneurship development and entrepreneurial opportunities, the book will cover and discuss a number of other factors necessary for a successful transformation, such as entrepreneurship and innovation, entrepreneurship and change, and entrepreneurship education. While highlighting topics including consumer consumption, knowledge management, and linear economics, this book is ideally designed for entrepreneurs, small business owners, managers, consultants, organization development specialists, policymakers, researchers, industry experts, academicians, and students.

Local Economic and Employment Development (LEED) Entrepreneurship and Local Economic Development Programme and Policy Recommendations - OECD 2003-03-11

This book examines the principal routes through which enterprise creation can have a positive impact on local economies.

Entrepreneurship Development and Small Business Enterprise - Poornima M. Charantimath 2005

The Missing Entrepreneurs 2014 Policies

for Inclusive Entrepreneurship in Europe -
OECD 2014-12-01

The Missing Entrepreneurs 2014 is the second edition in a series of annual reports that provide data and policy analysis on inclusive entrepreneurship, and on its barriers, by target social groups across the European Union.

Local Development and Economic Policy: a European Forum - Maurizio Baussola 2005

The Challenge of Youth Employment in Sri Lanka - Ramani Gunatillaka 2010-05-11

Sri Lanka has long been regarded as a model of a successful welfare state in a low-income setting, yet it has not succeeded in creating a sufficient number of good jobs for the increasing number of young people. Hence, young Sri Lankans perceive their country as an unjust and unequal society, in which mainstream institutions have failed to address inequalities in the distribution of resources, as well as of benefits deriving from economic growth. Against this background, 'The Challenge of Youth Employment in Sri Lanka' aims to identify ways to improve the opportunities available to new job market entrants by addressing existing inequalities and to help young people more fully realize their potentials. Drawing from original research and a review of existing studies, the authors use the 4Es conceptual framework to analyze four key aspects of labor markets employment creation, employability, entrepreneurship, and equal opportunity identifying main issues and results, current trends, and possible new approaches.

Small Enterprises and Entrepreneurship Development - Enyinna Chuta 2012-04-01

The increasing numbers of college and university graduates from Africa's tertiary institutions and the declining prospects for jobs in the public and private sector have reinforced the importance of creating avenues for self-employment. But job creation exposes a serious gap in education policies, for basic skills in entrepreneurship are not taught in most tertiary curricula across the continent. This nineteen-chapter volume provides essential course text material for developing the field of entrepreneurship in tertiary institutions, thus addressing the issue of appropriate pedagogy critical for the emerging field of

entrepreneurship development in higher education institutions in Africa. Drawing from Nigeria, West Africa and other parts of the developing world, the volume furnishes much needed empirical information to fashion out appropriate policies and projects within macroeconomic framework to nurture small and medium enterprises as a development tool.

Entrepreneurs in High Technology - Edward B. Roberts 1991-08-22

The ingredients for success in starting and developing a technology-based company aren't obvious. Why, for example, did Digital Equipment Corporation succeed--and indeed become one of the most successful high-tech corporations in the world--while dozens of other companies with similar beginnings fail? It is a question that demands careful consideration by anyone setting up a new company or who is interested in starting one. In *Entrepreneurs in High Technology*, Edward Roberts, a Professor at the MIT Sloan School of Management, offers entrepreneurs a goldmine of information on starting, financing, and expanding a high-tech firm. His book reveals the results of research conducted over twenty-five years on several hundred high-tech firms, and it reflects the insights of the author's own first-hand experience as a company founder, director, and venture capitalist. Focusing on firms in the Greater Boston area--many of which have had technological links with MIT--Roberts traces the origins and the evolution of the high-technology failures and successes. He examines the work experience and family backgrounds of successful technical entrepreneurs, their sources of funding, and the ways they respond to the challenge of business growth. He compares the track records of firms with multi-founder teams and firms with individual founders, contrasts the performance of consulting firms and research-and-development contractors against companies that start out with a product, identifies the factors that limit an enterprise's ability to raise outside capital, and explores the critical influence of marketing orientation on successful companies. In a penetrating analysis of highly successful ventures, the author reveals the importance of strategically transforming the company to a market-oriented focus, and he examines the widespread tendency, even among

the most successful high-tech firms, to displace the founder before the company achieves "super-success." For anyone planning to start a technology-based enterprise, *Entrepreneurs in High Technology* is essential reading--an invaluable preview of the financial,

organizational, and marketing issues that confront every new high-tech venture. For business and technology watchers, it is an informative account of the promise and the perils entailed in bringing innovative ideas to the marketplace.