



Enterprise, Entrepreneurship and Small Business

Simon Down

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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 innovation and technology and ethnic and indigenous entrepreneurship. Supported by lively case studies, real-life examples, this interactive exploration 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.

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