



Entrepreneurship: Theory, Process, Practice

Howard Frederick, Donald Kuratko, Allan O'Connor

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The third edition of this market leading textbook covers the foundations of entrepreneurship and entrepreneurial growth for the Asia-Pacific entrepreneur. The text emphasises the development of a business idea with the major theme of "Environmental Entrepreneurship". Alongside a strong theoretical framework, the authors have included a wealth of experiential learning methodology. As well as the unparalleled instructor and student resources, what sets this text apart from all others in this discipline - is the thorough treatment of topical themes of sustainability, ethical and social responsibility, and experiential learning.



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