



Strategic Entrepreneurship: A Decision-Making Approach to New Venture Creation and Management

Philip A. Wickham

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The book is suitable for courses in entrepreneurship and/or business enterprise at the advanced undergraduate, MBA and Masters in business enterprise/ entrepreneurship level. Wickham provides a comprehensive introduction to a subject that is rapidly growing in importance, reflecting its increasing importance of entrepreneurship in the real economy and society. The book discusses entrepreneurship not as a mystical gift possessed by individuals, but in a very practical manner as a type of strategic management that can be studied, analysed, and learnt. By taking a strategic approach and thereby making entrepreneurship relevant to organisations as an integrated whole, this book provides a unique and valuable approach to the subject. It presents entrepreneurship as describing what managers do as opposed to what they are.



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