



Strategic Entrepreneurship

Philip A. Wickham

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The text offers an up-to-date, accessible and rigorous examination of a strategic approach to entrepreneurial management and emphasises its distinction from small business management. The text integrates both conceptual and practical ideas from a broad grounding within wider economic, psychological and other social science disciplines.

The book is written in a clear style, with coherent and logical organisation of themes, and effective visualisation of key ideas to facilitate students' learning and lecturers' course planning & delivery. It provides comprehensive coverage of the fast-growing field of entrepreneurship teaching and research.



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