



Entrepreneurship: Theory, Process, Practice

By 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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Editorial Review

About the Author

Howard is Professor of Entrepreneurship Education at the Centre for Entrepreneurship Innovation and Community (CEIC) at Deakin University. He was previously Professor of Innovation and Entrepreneurship at Unitec in New Zealand. He is known particularly for the Global Entrepreneurship Monitor New Zealand reports and pioneering the new field of entrepreneurial economy, or sustainability entrepreneurship. For ten years he ran his own IT company in Europe and now co-owns a rapidly expanding firm within Australia's food-export industry. Howard specialises in the training of teachers of entrepreneurship and has trained companies in Latin America, Southeast Asia, Australia and New Zealand. Howard has published in a variety of journals and his memberships include the Global Entrepreneurship Research Association (GERA) London, the Global Consortium of Entrepreneurship Centers, the Australia-New Zealand Academy of Management (ANZAM) and the Academy of Management (USA). Allan is the Academic Director of the Entrepreneurship Commercialisation and Innovation Centre (ECIC) at the University of Adelaide. He was formerly with the Australian Graduate School of Entrepreneurship, Swinburne University of Technology, lecturing in the fields of entrepreneurship and innovation in a number of topic areas associated with new venture strategy, evaluation and start-up. Allan's extensive industry experience has been with the small and medium enterprise sector developing and introducing new products, entering new markets, and expanding sales and business opportunities in both established and new business environments. This experience has exposed him to the challenges of growth, innovation and entrepreneurship with engineered and manufactured goods. Allan's research interests include entrepreneurship education, policy and the intersections between entrepreneurship, innovation and socioeconomic development. More specifically, Allan's recent research projects have involved regional development, organisational development and human capital development. These projects have involved working with the Centre for Regional Development at Swinburne University of Technology, Questacon (the National Institute for Science and Technology, Canberra), the Hargraves Institute, (a member's services organisation focussing on corporate innovation) and the Westpac Global Entrepreneurship Monitor Australia project in 2004 and 2005 serving as project manager, researcher and co-author. Dr. Donald F. Kuratko is the Jack M. Gill Chair of Entrepreneurship, Professor of Entrepreneurship, and Executive Director of the Johnson Center for Entrepreneurship & Innovation at the Kelley School of Business of Indiana University - Bloomington. Professor Kuratko is considered a prominent scholar and a national leader in the field of entrepreneurship. He has published more than 160 articles on various aspects of entrepreneurship and corporate entrepreneurship.

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