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Fundamentals of Entrepreneurship (3rd edition)

By H. Nandan

Prentice-Hall of India Pvt.Ltd. Paperback. Book Condition: new. BRAND NEW, Fundamentals of Entrepreneurship (3rd edition), H. Nandan, The new edition of this compact text continues to serve as an essential guide to students and entrepreneurs for establishing a new venture. The book shows the reader, in an easy to understand style, how to mobilise resources, how to tap market opportunities, how to conduct feasibility studies, and how to promote new ventures. The book also discusses, in detail, the various techniques of product and process development and the method of product pricing. The book is intended primarily as a text for undergraduate students of commerce and undergraduate and postgraduate students of management. It will equally be useful for students pursuing diploma courses in entrepreneurial development. In addition, the book should prove extremely valuable and handy to anyone who wishes to launch his career as an entrepreneur. New to This Edition One exclusive chapter (Chapter 10) on business location and its importance. New sections added in Chapter 1. Key Features: Provides study questions at the end of each chapter. Appendices provide detailed information on venture capital funds, offices of the Small Industries Services Institute (SISI) as well as patent offices, trademark offices, etc., in various states. Acquaints...



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