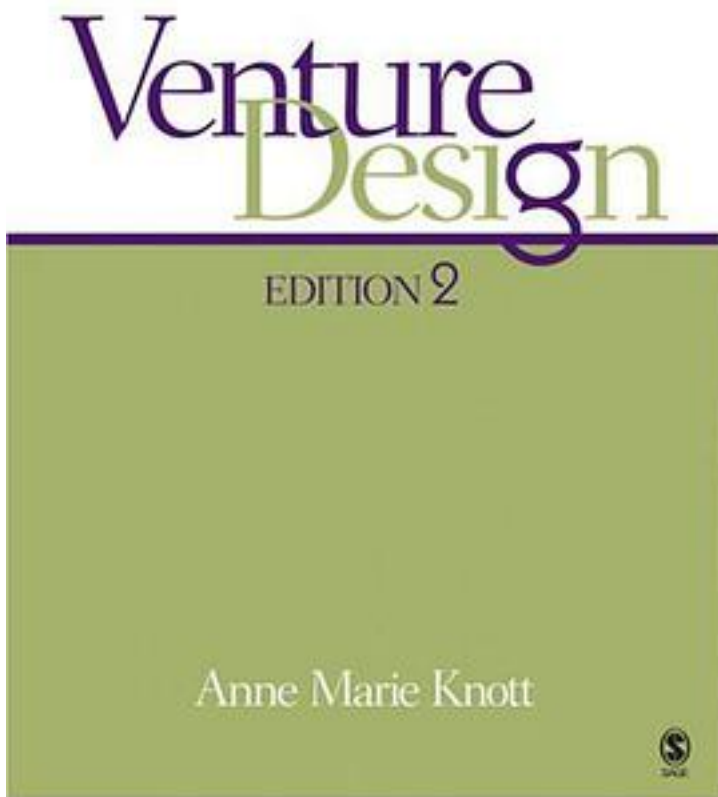


Venture Design



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"Venture Design" walks 'would-be entrepreneurs' through each major decision. While it provides theoretical background for each decision, its real value is in the hands-on analytical tools. These tools and their implications are illuminated through a single case carried throughout the book. The second edition adds two new chapters: the

entrepreneur - what makes them different, and how you can utilize that information to increase your odds of becoming an entrepreneur; and, the venture idea - where have they come from historically and how to discover yours, plus updated information and examples throughout the remaining chapters. The book is unique relative to other entrepreneurship texts in that it walks "would-be entrepreneurs" through each major decision.

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