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Entrepreneurship, 3rd Edition explores the trials and tribulations of entrepreneurship so that they'll have the necessary tools to start their own businesses. It offers coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. A chapter on entrepreneurial selling that examines how to sell to multiple stakeholders is included in this text, as well as case studies that provide relevant views. Up-to-date examples and references provide entrepreneurs with the

most useful information.

The revised and updated Third edition of Entrepreneurship Development and Small Business Enterprises discusses how entrepreneurs can successfully manage their ventures in a highly dynamic and challenging environment. This book prepares students for life o

An exciting look at how women entrepreneurs are transforming agriculture through high technology. Don't take the food you eat for granted. Farmers today face huge challenges in keeping your food

supply secure—climate change, precarious water and soil supplies, and a growing global population projected to reach 10 billion people in 2050. Women innovators are tackling these problems to create a secure and sustainable food supply for the future. Using drones, artificial intelligence, sophisticated soil sensors, data analytics, blockchain, and robotics, these women are transforming agriculture into the growing field of agtech, the integration of agriculture and technology. From Farms to Incubators presents inspiring stories and practi-

cal case studies of how women entrepreneurs from diverse cultural and ethnic backgrounds are leading the agtech revolution. Each agribusiness leader profiled in *From Farms to Incubators* tells her own story of how she used agtech innovation to solve specific business problems and succeed. The women profiled speak frankly on the advantages and drawbacks of technological solutions to agriculture and offer lessons in making technology productive in real work. These business cases demonstrate the influence of female innovation, the new technologies applied to agribusiness problems, and the career opportunities young women can find in agribusiness. A must-read book for everyone interested in tech innovation and food security, *From Farms to Incubators* offers exhilarating role models for young women, a thought-provoking glimpse into the future of food production, and a fascinating investigation of how women leaders are profitably disrupting the world's oldest industry.

The revised and updated Third edition of *Entrepreneurship Development and Small Business Enterprises* discusses how entrepreneurs can successfully manage their

ventures in a highly dynamic.

Continuous improvements in business environments and available resources have allowed more opportunities for people to pursue new ventures. This not only leads to higher success in new businesses, but it enhances the overall state of the global market. *Entrepreneurship: Concepts, Methodologies, Tools, and Applications* provides a comprehensive examination on the latest innovations and techniques to becoming a successful and sustainable entrepreneur. Including research-based studies on knowledge production, social entrepreneurship, and distribution, this multi-volume publication is an ideal source for practitioners, academicians, researchers and upper-level students interested in learning about entrepreneurship and seeking emerging perspectives on optimizing and enhancing entrepreneurial pursuits.

Entrepreneurship is a discipline with a knowledge base theory. It is an outcome of complex socio-economic, psychological, technological, legal and other factors. It is a dynamic and risky process. It involves a fusion of capital, technology and human talent. Entrepreneurship is equally applica-

ble to big and small businesses, to economic and non-economic activities. Entrepreneurship lies more in the ability to minimize the use of resources and put them to maximum advantage. Without any awareness of quality and desire for excellence, consumer acceptance cannot be achieved and sustained. Above all, entrepreneurship today is the product of teamwork and the ability to create, build and work as a team. The entrepreneur is the maestro of the business orchestra, wielding his baton to which the band is played. It is in this context, a study Material on introduction to the subject 'Entrepreneurship Development' is presented to the students of Professional Post-Graduate MBA degree. The book contains the syllabus from basics of the subjects going into the intricacies of the subjects. All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers. An attempt is made here by the authors to assist the students by way of providing Study Material as per the curriculum with non-commercial considerations. However, it is implicit that these are exam-oriented Study Material and students are advised to attend regular

class room classes in the Institute and utilize reference books available in the library for In-depth knowledge. We owe to many websites and their free contents; we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book. We acknowledge our thanks to them. At the end we would like to say that there is always a room for improvement in whatever we do. We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful. Readers can email their queries and doubts to our authors on tmcnagpur@gmail.com. We shall be glad to help you immediately. Sr. J.D .Wadate | Er. Rahul K. Wadichar | Dr. Mukul Burghate
Authors

Emergency and Clinical Ultrasound Board Review is a comprehensive guide for preparing for the Advanced Emergency Medicine Ultrasonography or Critical Care Echocardiography board exams, and for residents preparing for in-training examinations in ultrasound. The text consists of over 500 multiple-choice questions, organized into 18 chapters covering ultra-

sound topics such as physics, eFAST, echocardiography, thoracic, aorta, hepatobiliary, renal, pregnancy, soft tissue, ocular, procedural, airway, ENT, DVT, testicular, abdominal, and musculoskeletal applications. This is a multi-specialty work, with contributors representing the fields of emergency medicine, internal medicine, cardiology, critical care, and radiology. Chapters include questions, answers with detailed explanations and references to primary or landmark articles to help better navigate a standardized exam. Questions are written in a case-based format that emulates the ABEM and NBE board exams, and are supplemented by over 800 figures, tables, boxes, and online videos. Intended to serve as a primary text for Product Design, Capstone Design, or Design for Manufacturing, PRODUCT DESIGN FOR ENGINEERS explores techniques for managing innovation, entrepreneurship, and design. Students are introduced to the creative problem-solving method for product success through case studies that explore issues of design for assembly, disassembly, reliability, maintainability, and sustainability. The book's interdisciplinary approach, step-by-step coverage, and helpful

illustrations and charts provide mechanical, industrial, aerospace, manufacturing, and automotive engineering students with everything they need to design cost-effective, innovative products that meet customer needs. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

“Jam packed with insights from women in the field,” this is an invaluable career guide for the aspiring or experienced female tech professional (Forbes) As the CEO of a startup, Tarah Wheeler is all too familiar with the challenges female tech professionals face on a daily basis. That’s why she’s teamed up with other high-achieving women within the field—from entrepreneurs and analysts to elite hackers and gamers—to provide a roadmap for women looking to jump-start, or further develop, their tech career. In an effort to dismantle the unconscious social bias against women in the industry, Wheeler interviews professionals like Brianna Wu (founder, Giant Spacekat), Angie Chang (founder, Women 2.0), Keren Elazari (TED speaker and cybersecurity expert), Katie Cunning-

ham (Python educator and developer), and Miah Johnson (senior systems administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are interspersed with tech-focused career advice. Readers will learn:

- The secrets of salary negotiation
- The best format for tech resumes
- How to ace a tech interview
- The perks of both contracting (W-9) and salaried full-time work
- The secrets of mentorship
- How to start your own company
- And much more

BONUS CONTENT: Perfect for its audience of hackers and coders, *Women in Tech* also contains puzzles and codes throughout—created by Mike Selinker (Lone Shark Games), Gabby Weidling (Lone Shark Games), and cryptographer Ryan “Lost-boY” Clarke—that are love letters to women in the industry. A distinguished anonymous contributor created the Python code for the cover of the book, which references the mother of computer science, Ada Lovelace. Run the code to see what it does!

About the Book: Of late, academicians of technical education have felt the importance of "Management" and "Entrepreneurship". Engineers need to manage their de-

partments/sections/subordinates, and Entrepreneurship helps the large pool of technical manpower in developing small-scale industries in high tech areas thereby contributing to the economy of the country. This book covers both 'Management' and 'Entrepreneurship'. The first chapters of this book deal with Management, Planning, Organizing and Staffing, Directing and Controlling. The last four chapters deal with Entrepreneurship, Small-Scale Industries, Institutional support and Project formulation. Adequate number of simple examples with which the students are familiar are included in each chapter. In addition, each chapter contains student learning activities to give the readers a chance to enhance the learning process. Though the book is written keeping in mind the syllabus of Visvesvaraya Technological University, yet it is useful for B.Com, BBM, DBM, . PGDBM and MBA students also. Contents: Management Planning Organizing and Staffing Directing and Controlling Entrepreneurship Small-Scale Industries Institutional Support Preparation of Project. Discussing the complex history of Silicon Valley and other pioneering centres of venture capital, Lerner uncovers the extent of

government influence in prompting growth. He examines the public strategies used to advance new ventures and reveals the common flaws undermining far too many programmes.

How can management be developed to create the greatest wealth for society as a whole? This is the question Peter Drucker sets out to answer in *Innovation and Entrepreneurship*. A brilliant, mould-breaking attack on management orthodoxy it is one of Drucker's most important books, offering an excellent overview of some of his main ideas. He argues that what defines an entrepreneur is their attitude to change: 'the entrepreneur always searches for change, responds to it and exploits it as an opportunity'. To exploit change, according to Drucker, is to innovate. Stressing the importance of low-tech entrepreneurship, the challenge of balancing technological possibilities with limited resources, and the organisation as a learning organism, he concludes with a vision of an entrepreneurial society where individuals increasingly take responsibility for their own learning and careers. With a new foreword by Joseph Maciariello

The purpose of this research is to examine the entrepreneurial ethics among small scale entrepreneurs. The study has been commenced with three objectives such as, measuring demographic background, entrepreneurial ethics in functional areas and developing entrepreneurial ethics. The study has been started with 100 small scale entrepreneurs and it is randomly selected. The required primary data was obtained by using a structured questionnaire design. The total number of questionnaires distributed was 286, out of which 260 were returned. Descriptive research design was used for formulating the research study. The statistical tools used include simple percentage analysis, Kendall's Coefficient of Concordance with the necessary hypothesis and T-test. The results showed that integrity is the most important factor while maintaining ethics among small scale entrepreneurs, it is followed by public spiritedness, accountability, transparency, honesty and fairness in the different functional areas. Kendall's coefficient of concordance rejects null hypothesis and it stated that there is significance difference in ranking by the entrepreneurs as to different functional areas. Developing en-

trepreneurial ethics is mainly depend on straight forward mentality, responsiveness, support to all stakeholders, customer relationship and moral values. It can be concluded that entrepreneurial ethics is required so as to make better external ethical image, and to have a functional and credible business environment.

An entrepreneur is one of the important segments of economic growth as well as social growth. Basically, an entrepreneur is a person who is responsible for setting up a business or an enterprise in a society for social growth. Infact, he is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of the society. According to Peter F. Ducker "Effective entrepreneurship is not making speeches or being liked; entrepreneurship is defined by results, not attributes." That means he puts up new Greenfield projects that actually creates wealth, opens up employment opportunities and fosters other sectors. An entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurship development is getting a

position of great importance for tackling ever-growing problem of unemployment due to rapid population growth.

Economic development is a priority for all nation-states, whether developing or developed. In recent times, a few among the developing nations - often referred to as the emerging economies - have attracted the world's attention because of their fast pace of economic growth. While the similarities among these nations (for example the BRICS) in the pattern of their economic growth are highlighted and discussed, the differences are often glossed over. This book, therefore, attempts to present the diverse ways in which entrepreneurship is facilitated in emerging economies, through a compilation of research papers from six different countries (India, China, Singapore, Hong Kong, Nigeria and New Zealand) belonging to the class of emerging economies. The papers included in this book cover a variety of topics related to the creation and management of an entrepreneurial ecosystem, such as intercultural interactions, IPR issues, government policies for SMEs, social entrepreneurship, opportunity identification, green entrepreneurship, employee entrepreneur-

ship, symbiotic ventures and social capital, social fluidity mapping for reducing failure stigma, green awareness in the corporate world and among entrepreneurs, venture capital for growth, immigrant entrepreneurs, entrepreneurial success and life satisfaction, among others. The contributions are supported by an introductory chapter that provides an integrative framework by unifying the diverse patterns of economic development in the different countries under various institutional inadequacies as a process of “muddling-through to development”, necessitated by the non-systematic development of the ecosystem for new venture creation. This book is indeed a must-read for those interested in understanding the process of entrepreneurship and economic development in emerging economies.

In the present economic scenario, entrepreneurial development has assumed increased significance because the objective of industrial development, regional growth, and employment generation depend greatly on it. In fact, entrepreneurial development is a key to economic development. Similarly, small-scale industries and small business enterprises today consti-

tute a very important segment in the Indian economy, and are also closely linked to entrepreneurial and economic development. However, the process of liberalization and economic reforms since 1991, though creating tremendous opportunities for the growth of entrepreneurship and SIs, have thrown up new challenges of building competitive strengths, introducing technology up-gradation and quality improvement, and increasing productivity. Entrepreneurship Development and Small Business Enterprises: For Chaudhary Charan Singh University examines these issues and offers valuable input and insight to students of this subject. Enriched by the author's rich experience in both industry and teaching, it successfully reduces the gap between practical industry experiences and theoretical institutional studies by giving real and practical examples.

This book is useful for B.Com., M.Com., and MBA students of all Indian Universities. Presentation of various aspects of entrepreneurship is the most salient features of this book. Clarity of all topics has been given throughout. Description of the most difficult topics, in a simple and easy to fol-

low style, has been the authors main attempt. At the end of the each chapter Assessment Questions are included in this book. Glossary, Bibliography, Author Index, Subject Index and Abbreviations are incorporated at the end of the book.

Management and Entrepreneurship is designed to serve as a textbook for undergraduate engineering students of VTU, Karnataka. The book provides a complete overview of managerial decision making responsibilities and the role played by entrepreneurship in developing an organization. Starting with the definition of management, the various facets of managerial roles and a broad account of the history of development of management thought, the book provides in-depth discussions on the nature, importance and purpose of planning. It elaborates further on the importance of organizing and staffing, and directing and controlling. The discussion moves on to introduce the concept of entrepreneurship as a business development tool. Special emphasis is placed on entrepreneurship in the Indian environment with detailed discussions on the development of small-scale industry, the role of institutional support and the importance of

preparation of projects. The book lays emphasis on simplified definitions and point-wise presentation of theoretical concepts. It also provides numerous real-life examples, illustrations and inspirational case studies which play the dual role of explaining concepts as well as instilling entrepreneurial zeal in students.

This book focuses on the element of leadership that has largely been neglected in the literature: character. Often thought to be a subjective construct, the book demonstrates the concrete behaviors associated with different character dimensions in order to illustrate how these behaviors can be developed, and character strengthened. Based on research involving over 300 senior leaders from different industries, sectors and countries, Crossan, Seijts, and Gandz developed a model for leadership character that focuses on eleven dimensions. The book begins by setting the context for the focus on character in business, asking what character is and whether it can be learned, developed, molded or changed. Next, the book focuses on each dimension of leadership character in turn, exploring its elements and the ways in which it can be applied in a busi-

ness setting. The book concludes with a summary of the key insights, an exploration of the interactions between the character dimensions, and a call to the reader to reflect on how to develop one's own and others' leadership character. Bridging theory and management practice, *Developing Leadership Character* will interest students and practitioners alike. Readers will benefit not only from a new, robust theoretical framework for leadership character, but will also learn how character can be developed further.

The rapid rise of knowledge-based economies has revolutionized the perceptions and practices of globalized business. Recent developments in engineering, electronics, and biotechnology have expanded the very definition of entrepreneurship in today's international market, weaving discussions of enhanced connectivity and communication, environmental sustainability, and government policy changes into a complex, multidimensional conversation. The *Handbook of Research of Entrepreneurship in the Contemporary Knowledge-Based Global Economy* provides a comprehensive survey of the most recent developments in the field of entrepreneur-

ship, highlighting their effects on information technology, business networking, knowledge production, distribution, and organization. This timely publication features extensive coverage of the fast-developing entrepreneurial field, illuminating recent technological, social, and strategic innovations in language that is accessible for a worldwide audience of business educators, researchers, and students. This authoritative text showcases research-based articles on entrepreneurship for knowledge economies; academic entrepreneurship; women and entrepreneurship; entrepreneurship education; organizational learning ability; innovations in industry, agriculture, and management; and the evolution of a new, all-inclusive corporate culture.

The process of liberalization and economic reforms since 1991 besides creating tremendous opportunities for the growth of entrepreneurship and SIs has also thrown up new challenges of building competitive strengths, introducing technology up-gradation and quality improvement, and increasing productivity. Entrepreneurship Development and Small Business Enterprises

examines these issues and offers valuable insight to students of this subject. It successfully reduces the gap between practical industry experiences and theoretical institutional studies by giving real and practical examples.

Create products people will pay for before they're even built. You have an idea in your head. Maybe even more than one! But you're stuck simmering on it because you just don't know if it's the right one to pursue. You're wondering whether people will even use your product, let alone pay for it. The uncertainty is overwhelming, so you do ... nothing. But what if you were confident that your idea would help people? How would you feel if you turned your passion into a living, breathing software product ... and you made money from it? Poornima Vijayashanker has founded 3 startups and personally guided 100+ people who have launched products that make 6 and 7 figures per year. Everyone started with varying levels of technical and business know-how-or none at all-but everyone was passionate about an idea. Now, Poornima travels around the country teaching people how to bring their ideas to life. With the right roadmap in front of you,

you can launch a winning software product too. "But I don't know how to code or run a business." The tangled world of startups and software development is intimidating and hard to navigate. To start with, not every entrepreneur knows how to code. Even the ones who do still need other skills to succeed; they need to design a good user experience, figure out how to attract paying customers, and hire and fire technical talent. There are hundreds of tools and services to help build products, and they need to know which ones are useless and which ones will save them time. They'll eventually run out of cash to keep paying rent and developing, and will need to figure out whether to get investors, apply to an accelerator, or bootstrap. Trial and error takes years of research, setbacks, and heartache ... not to mention a lot of money. You could go to design school, teach yourself how to code in the off-hours, and spend thousands of dollars testing marketing campaigns. Or you could... Follow a proven guide for turning your ideas into successful products (and even 6- to 7-figure businesses). This book will teach you how to: - Validate your idea before you spend time and money on it. -

Talk to prospective customers without feeling awkward or pushy. - Leave competitors in the dust with good design and positioning. - Save time and heartache by building only the features people will actually use. - Hire talented people to build your product for you. - Get more paying customers with scrappy marketing strategies. - Find money to fund your business. This guide includes time-tested strategies and tools that entrepreneurs love: Over 13 case studies with the inside scoop on companies like Mint.com, AirBnB, and Zappos. The exact systems and tools Poornima and other startup founders have used to build rock-solid products. 7 interviews with successful startup founders and early employees like: - Melody McCloskey, CEO & Co-Founder of StyleSeat - Brittany Forsyth, Head of Human Relations at Shopify - Ben Congleton, CEO & Co-Founder of Olark - Julia Grace, Head of Engineering at Tindie - Thomson Nguyen, CEO & Co-Founder of Framed Data - Alyssa Ravasio, CEO & Co-Founder of Hipcamp - David Cummings, CEO & Co-Founder of Pardot
Why do good teams fail? Very often, argue Deborah Ancona and Henrik Bresman, it is because they are looking inward instead of

outward. Based on years of research examining teams across many industries, Ancona and Bresman show that traditional team models are falling short, and that what's needed--and what works--is a new brand of team that emphasizes external outreach to stakeholders, extensive ties, expandable tiers, and flexible membership. The authors highlight that X-teams not only are able to adapt in ways that traditional teams aren't, but that they actually improve an organization's ability to produce creative ideas and execute them—increasing the entrepreneurial and innovative capacity within the firm. What's more, the new environment demands what the authors call "distributed leadership," and the book highlights how X-teams powerfully embody this idea.

This Book Presents A Lucid Treatment Of A Wide Range Of Issues Involved In The Development Of Entrepreneurship. It Presents An Insight Into The Identification Of Business Opportunities, Creating A Venture And Financing And Managing It. The Book Further Explains The Choice Of Technology And Equipment, Man, Machine And Materials Management, Pert And Cpm And Quality Assurance. The Book Highlights The

Various Legal Provisions Relevant To Entrepreneurship And Concludes With A Chapter On Social Responsibility And Business Ethics. With Its Wide Coverage And Step-By-Step Approach, The Book Would Serve As An Ideal Text For Various Undergraduate Courses On The Subject Including B. Com., B.A. And B.Sc. (Vocational), Bio-Technology, Bbm, Mba And To The Entrepreneurs.

How should you grow your organization? Its one of the most challenging questions an executive team faces and the wrong answer can break your firm. So where do you start? By asking the right questions, argue INSEADs Laurence Capron and coauthor Will Mitchell, of Duke Universitys Fuqua School of Business and the Rotman School of Management at the University of Toronto. Drawing on more than two decades of research and teaching, Capron and Mitchell have found that a firms aptitude for determining the best resource pathways for its growth has a defining impact on its success. Theyve come up with a helpful framework, reflecting practices of a variety of successful global organizations, to help you determine which path is best

for yours.

This book presents a wide range of issues involved in entrepreneurship and small industry. The book has 12 chapters divided in two parts. Part A: Entrepreneurship Consisting of Concept of Entrepreneurship, Entrepreneur, Entrepreneurial Competency and Development of Entrepreneurial Competency. Part B: Small Business: Consisting of Introduction to Small Scale Industries, Enterprise Creation, Business Plan, Support Agencies for Implementation of the Project and Sickness in Small Scale Industries. This book will serve as a textbook for various courses like B.Com. B.B.M. B.E. M.B.A. of all Indian universities. Key Features: " Charts are provided for easy understanding of the concepts. " Proformas " Profiles of Successful Entrepreneurs " Questionnaires " Skill Development Exercises " Exercises for self evaluation and objective type and application type questions Materials management is a core function of supply chain management, involving the planning and execution of supply chains to meet the material requirements of a company or organisation. These requirements include controlling and regulating the flow of material while simultaneous-

ly assessing variables like demand, price, availability, quality, and delivery schedules. Material managers determine the amount of material required and held in stock, plan for the replenishment of these stocks, create inventory levels for each type of item (raw material, work in progress or finished goods), and communicate information and requirements to procurement operations and the extended supply chain. Materials management also involves assessing material quality to make sure it meets customer demands in line with a production schedule and at the lowest cost. The purpose of this study material is to present an introduction to the subjects of MBA. The book contains the syllabus from basics of the subjects going into the intricacies of the subjects. All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers. An attempt is made here by the author to assist the students by way of providing Study Material as per the curriculum. However, it is implicit that these are exam-oriented Study Material and students are advised to attend regular class room classes in the Institute and utilize reference books available in the

library for In-depth knowledge. We owe to many websites and their free contents; we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book. We acknowledge our thanks to them. At the end we would like to say that there is always a room for improvement in whatever we do. We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful.

Though governments play an important role in everyday life, citizen commitment to understanding government policy and procedures is lacking. Without creating an environment that properly holds governments accountable for their actions, the rights and liberties of citizens become threatened. Civic Engagement in Social and Political Constructs is an essential reference source that discusses global civic engagement practices as well as social change through political means. Featuring research on topics such as citizen participation, political engagement, and political reform, this book is ideally designed for political scientists, politicians, sociologists, re-

searchers, government officials, and students seeking coverage on individual and societal engagement through civic means.

The ultimate interactive public speaking guide from tech speakers Poornima Vijayashanker and Karen Catlin that prepares and encourages techies to discover their expertise, confidently share it, and successfully level up in their careers. Techies around the world can now jump start and grow their speaking careers with the book, Present! A Techie's Guide to Public Speaking, written by tech leaders, Poornima Vijayashanker and Karen Catlin. The book serves as a resource for technology professionals who want or need to develop the skills to communicate their expertise effectively, whether in a meeting at work or delivering an engaging talk at a conference. Poornima, who is the founder of Femgineer and the founding engineer of Mint.com, collaborated with former Adobe vice president and founder of Karen Catlin Consulting, Karen Catlin, to compile and share their lessons, tips, and techniques learned from their own experiences as professional tech speakers. "Karen and I wanted to write this book so that our fellow

techies would have a comprehensive resource to help them with their own public speaking endeavors. So many folks in the tech industry have amazing ideas and experience, but they often feel stuck on how to present them effectively. Also, our hope is that more women will be inspired by our stories and encouraged to get out there and share their own valuable expertise through public speaking in order to boost representation of women tech speakers," Poornima said. *Present!* covers public speaking from A to Z. Through stories, examples, and interactive exercises, Poornima and Karen dive into topics including, overcoming stage fright, exploring personal speaking style, creating the right talk for the right audience, polishing presence and delivery, and nailing any type of talk, whether it's a lightning or long-form talk or being part of a panel. Karen said, "Even though Poornima and I are professional speakers, we felt it was important to share our own feelings of nerves and uncertainty, and bumps we've had along the way - and sometimes continue to experience. It was important for us to communicate that no one is perfect and it really is okay when talks don't always go according to plan.

Our hope is that by being open, we'll be able to give others the confidence and the techniques to handle situations when they arise, deliver an amazing presentation, and most importantly, have FUN!"

A Washington Post Bestseller *Three Principles for Managing—and Avoiding—the Problems of Growth* Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline.

The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers: • An insurgent's clear mission and purpose • An unambiguous owner mindset • A relentless obsession with the front line Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

A new venture or business always stands on the precarious ground of unpredictable challenges wherein it is constantly subjected to pressures from competition and the ever changing dynamics of the market. In this scenario, a venture can only be successful, if it is guided by an entrepreneur who measures situations insightfully and

calculates the risks before taking a plunge. Entrepreneurship: Creating and Leading an Entrepreneurial Organization is about creating, managing, and leading an entrepreneurial organization. The contents would help in inculcating an entrepreneurial mindset, developing entrepreneurial skills, and equipping the reader with the basic knowledge and skills for launching and managing the growth of a venture. The teaching/learning of entrepreneurship require greater focus on experiential learning. Therefore, the book extensively emphasizes on experiential learning and a hands-on approach - 'learning by doing'. Book has cited a number of exam-

ples and given cases and exercises from Indian as also global contexts to make entrepreneurship learning an enjoyable experience.

This is the story of Bandhan, the only bank that emerged in eastern India after Independence. Founded by the son of a sweet vendor, with a mere Rs 2 lakh, the sum total of his life savings. On 17 June, 2015, Chandra Shekhar Ghosh stepped out of the Reserve Bank of India building in Mumbai with the much-coveted banking licence, beating some of the country's top corporate houses. This moment compensated for all the frustrations that had come along the way. A year later, Bandhan Bank was launched with 6.7 million small borrow-

ers. So, how did Ghosh build India's biggest MFI from scratch and then, along with his team, transform it into a universal bank? Bandhan: The Making of a Bank chronicles that journey. This is also Ghosh's personal story-of a boy growing up in small-town Agartala struggling with poverty, but relentless in his ambition to make it big. He battles competition, hostile moneylenders, a tough economic climate and the perpetual lack of resources. Nobody in India perhaps knows better than him the psyche of a small borrower and the alchemy of doing business with the poor, profitably. This is one of India's biggest entrepreneurial stories.