As the number of universities offering entrepreneurial programs continues to increase, there is a growing need for a suitable framework for the teaching of entrepreneurship beyond the operational side of the business and the preparation of a business plan. This book offers a fresh approach to entrepreneurship by teaching readers how to discover and create a new firm, or grow an existing one, starting from a firm or team’s capabilities.

Illustrated with various real-world examples, this structured and concise book will appeal to students, as well as to practitioners looking to develop their entrepreneurial skills.

**The Entrepreneurial Arch** offers a complete view of the entrepreneurial process by providing six distinct stages from pre-startup through the growth stage. Every aspiring or current entrepreneur should read this very practical and insightful book. The use of real-world examples makes the book practical and interesting to read. I recommend this book to everyone thinking about starting and growing a company.

*Len Middleton, Adjunct Professor, University of Michigan*

**KEY FEATURES**

- Concisely offers a fresh approach to entrepreneurship based on a tried-and-tested model, the entrepreneurial arch
- Presents a holistic view of entrepreneurship by dividing the business development process into six distinct segments, starting from a firm or team’s capabilities. Each segment is self-contained enough to be readily learnable, but presented as part of an integrated picture that connects the methodologies of business discovery, assessment, execution, and renewal
- Introduces four elements of successful business - motive, owner, act, and monetize - showing how these can be perceived from a strategic level all the way to a specific operational level

For more information visit [www.cambridge.org/9781107424821](http://www.cambridge.org/9781107424821)