

The Entrepreneurial Arch

A Strategic Framework for Discovering, Developing and Renewing Firms

Timothy L. Faley

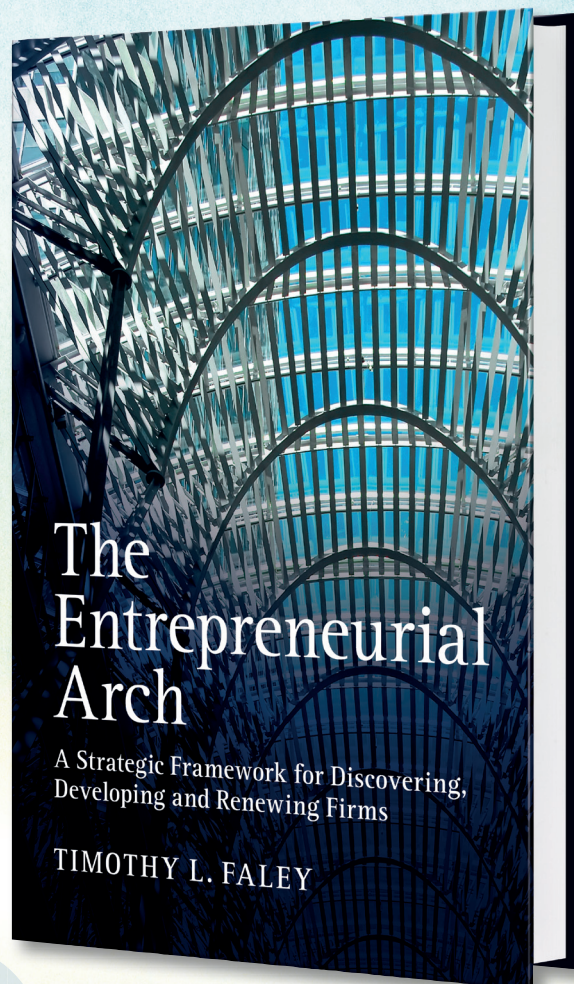
As the number of universities offering entrepreneurial programs continues to increase, there is a growing need for a suitable framework for the teaching of entrepreneurship beyond the operational side of the business and the preparation of a business plan.

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

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