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The Portable MBA in Entrepreneurship by William D. Bygrave

The vast majority of new businesses enter existing markets. In The Portable MBA in Entrepreneurship, we take a broader definition of entrepreneurship than Schumpeter's. Our definition encompasses everyone who starts a new business. Our entrepreneur is the person who perceives an opportunity and creates an organization to pursue it.

The portable MBA in entrepreneurship : Bygrave, William D ...

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The Portable MBA for Entrepreneurship is in no way a complete replacement for an MBA course program, but it does help cover all the main areas that one would get in a full MBA program. The topics are all covered by experts and professors in their field of profession and study.

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