

# PREFACE

The twenty-first century has dawned with entrepreneurship as a major force shaping the global economy. The future growth of this economy lies in the hands of men and women committed to achieving success through innovative customer-focused new products and services. At the heart of this global movement are entrepreneurs who demonstrate their willingness to assume the risks associated with creating new business ventures. Those who possess the spirit of entrepreneurial leadership have led, and will continue to lead, the economic revolution that has proved repeatedly to raise the standard of living for people everywhere. We hope that you will join this economic revolution to bring about lasting, positive changes in your own community and around the world.

This fourth edition of *Essentials of Entrepreneurship and Small Business Management* introduces you to the processes of new venture creation and the critical knowledge you need to manage your business once it is formed. We hope that you will follow your dream of becoming a successful entrepreneur with the help of this textbook and your instructor.

## Text Features

- Sections 2, 3, and 4 focus on “Building a Business Plan,” and Section 5 covers “Putting the Business Plan to Work.”
- Chapter 2, “Inside the Entrepreneurial Mind: From Ideas to Reality,” explains the creative process entrepreneurs use to generate business ideas and to recognize entrepreneurial opportunities. Students learn to *think like entrepreneurs*.
- Chapter 7, “E-Commerce and the Entrepreneur,” serves as a practical guide to using the Web to conduct business in the twenty-first century.
- The **You Be the Consultant** feature challenges students to *apply* what they’ve learned. Each chapter contains at least two of these boxed illustrations based on actual companies that pose a problem situation and include questions to focus attention on key issues and to launch lively class discussions. Featured companies include Tommy Bahama, JetBlue Airlines, NFL Films, and many others.
- Sample business plan for *Sluggers*, an indoor pitching/batting cage, included both in the text and on the Web site.
- New, attractive layout includes in-margin glossary and learning objectives.
- **Business Plan Pro**, the best-selling business planning software package from Palo Alto Software, is a valuable tool that helps students build winning business plans for their entrepreneurial ideas. The end-of-chapter Business Plan Pro exercises enable students to apply the knowledge they’ve gained from reading the chapter to using Business Plan Pro. A brief user guide is available in the instructor’s manual.
- **The Business Disc** is a sophisticated experiential learning simulation, which leads students through the steps of planning and managing a small business. Using video vignettes, students interact with scores of real people as they build and operate any kind of business: service, retail or manufacturing. The end-of-chapter Business Disc exercises enable students to link the chapter content to The Business Disc experience.

## Supplements

- A dedicated student Web site at [www.prenhall.com/zimmerer](http://www.prenhall.com/zimmerer), which includes section level learning modules for each chapter. Learning modules include a pre-test, content summary, learning application and post-test. Each chapter includes between three and five learning modules for depth of coverage. In addition the Web site includes more than 1,000 links to relevant small business sites, and other valuable teaching and learning resources including a handy “Before You Start Checklist” designed to help entrepreneurs make sure they have everything they need to launch a successful business and a “Business Plan Evaluation Scale” that allows entrepreneurs to measure the quality of their business plans.

- The following videos are provided to adopters and the video guide is available in the instructor's manual and on the text Web site.
  - *Joan Rivers Worldwide Enterprises*—Entrepreneurship, small business management
  - *The WaggingTail.com*—Entrepreneurship, technology, differentiation, and customer service
  - *Build-A-Bear Workshop*—Strategic management, focus strategy, competitive advantage
  - *Zoots*—Marketing, customer service, convenience, competitive advantage, social responsibility
  - *Strike Holdings LLC*—Marketing, target market, advertising, innovation, competitive advantage
  - *The Golf Network*—E-commerce, marketing, target market, pricing, advertising, innovation
  - *Bay Partners*—Sources of financing, venture capital
  - *MyTeam.com*—Sources of financing, venture capital
  - *Crunch Fitness*—Location, international business, differentiation
  - *Neema Clothing*—Purchasing, quality management, electronic data interchange, managing inventory
  - *CESSI (Cherry Engineering Support Services Inc)*—Leadership, managing people, motivation, disabilities, staffing, social responsibility
  - *Second Gear Bicycles*—Ethics and social responsibility
- Instructor's Manual and Test Item File
- Instructor's Resource Center on CD contains the Instructor's Manual, Test Item File, computerized test bank, PowerPoints, and Transparency Masters.
- Blackboard, WebCT and Prentice Hall's own OneKey are available for course management solutions.

**Beyond the Textbook** As you can see, the authors have used their combined 60 years of teaching experience (and their 54 years of experience writing textbooks) to produce a book that contains a multitude of both student- and professor-friendly features. We trust that this edition of *Essentials of Entrepreneurship and Small Business Management, 4/E* will help the next generation of entrepreneurs reach their full potential and achieve their dreams of success as independent business owners. It is their dedication, perseverance, and creativity that keep the world's economy moving forward.