Entreprenuership: The Art, Science, and Process for Success, 3e
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Detailed List of New Features
Chapter Opening Vignettes – Featuring all new cutting-edge entrepreneurial companies including Bull and Beard, Tatcha, Scholly, TerraCycle, Hello Alfred, and Rad Power Bikes, among others.

Running Cases - Two new running cases in each chapter. Beginning with Chapter 2 and running throughout the rest of the book, students will follow Kosher Home and YrFurn: An APP for Furniture as they moved from idea to successful businesses. Each running case is tied to the chapter material.

Business Plan Development Questions - In addition to Review Questions in the end-of-chapter material, every chapter also includes a section called Business Plan Development Questions. The goal of these questions is to turn the material in the chapter into actions for the business plans being developed by the students. Also, both Individual and Group Exercise sections have been added to help students develop their entrepreneurial skills individually as well as within a group.

Minicases - Fourteen MiniCases are now included at the end of the text. Each case is based on interviews by the authors and provides context and entrepreneurial advice simply not available in any other text. These include: Cuba Educational Travel, Great Clips, JITA Printing, Value Connect, GaGa Ball Pits, and American Meltdown.

Business Plan - A Business Plan (The Fraudian Slip) has been carried forward from the previous edition and annotated by the authors as an example of how this is all pulled together by students in a course.

Retained Features
SmartBook tailors content to the individual student - As part of McGraw-Hill Education’s Connect, SmartBook prepares students for class, guiding them through the chapters and highlighting what they need to learn and helping them study more efficiently and effectively. SmartBook is proven to strengthen memory recall, keep students in class, and boost grades. By helping students master core concepts ahead of time, SmartBook enables instructors to spend more meaningful time in the classroom. Through real-time reports, instructors can also track class or individual student performance on chapter topics or completion of chapter readings.

Chapter by Chapter Changes

Chapter 1 The Twenty-First-Century Entrepreneur
- New Opening Vignette: Bull & Beard.
- Updated to provide a more engaging and fun introduction to the text.
- Every statistic brought forward to 2016.
- Redesigned how the Business Plan is developed.
- New one-page pitch sheet example titled The ToolGym.

Chapter 2 Individual Leadership and Entrepreneurial Start-Ups
- New Opening Vignette: Home Instead and Ray Corkran.
- Kosher Home running case is introduced. This case develops in each chapter through the rest of the text. It follows the design, start-up, and running of a business with friends as business partners.
- YrFurn: An APP for Furniture running case is introduced. This case develops in each chapter through the rest of the text. It follows the design, start-up, and running of a business that is strictly a Software as a Service (SaaS) firm, a firm that has no physical product.

Chapter 3 Business Idea Generation and Initial Evaluation
- Updated Vignette: Uber Changes the Business (the wildly fast-growing ride-sharing business)

Chapter 4 External Analysis
- New Opening Vignette on Mo’s Bows and Moziah Bridges, our youngest entrepreneur.
- Introduced the concept of applications and its definition and nature in the industry.

Chapter 5 Business Mission and Strategy
- New Opening Vignette: Tatcha (luxury skincare).

Chapter 6 Analyzing Cash Flow and Other Financial Information
- New Opening Vignette: Partpic (a visual recognition technology company).

Chapter 7 Financing and Accounting
- New Opening Vignette: Scholly.
- Section on crowd funding, a popular entrepreneurial finance mechanism.

Chapter 8 Business & Financial Analysis
- New Opening Vignette: TerraCycle (a recycling company).
- Added a section on the use of Hypothesis-Driven Analysis.

Chapter 9 Legal Issues with a New Business
• New Opening Vignette: Hello Alfred (your own personal butler).
• Everything was updated to reflect changes in the law.

Chapter 10 Human Resource Management
• New Opening Vignette: Moosh Walks (a sock company).
• The chapter includes the dramatic changes in recruiting methods that have occurred in the past few years.

Chapter 11 Marketing
• New Opening Vignette: Rad Power Bikes.
• New key terms Software as a Service (SaaS) and Search Engine Optimization (SEO) are introduced and explained.

Chapter 12 Establishing Operations
• New Opening Vignette: Weedmaps: The Yelp of Marijuana Buying. This formerlly appeared in Chapter 9 and has been updated.

Chapter 13 Exit/Harvest/Turnaround
• New Opening Vignette: Evernote (a note-taking app).

Chapter 14 Franchising and Purchasing an Existing Business
• New Opening Vignette: Chocolate Works.