

# Entrepreneurship A South African Perspective 2nd Edition

Innovation and Entrepreneurship in Biotechnology, an International Perspective  
 Advanced Entrepreneurship  
 Entrepreneurial Ecosystems  
 Business Management  
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 How to Succeed as an Entrepreneur in Africa  
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 The 7 Things Every Young Black Entrepreneur Should Know

*Entrepreneurship A South African Perspective 2nd Edition*

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## CRISTOPHER JORDYN

*Innovation and Entrepreneurship in Biotechnology, an International Perspective* CRC Press

This book explores how culture and tradition have impacted the tendency for African women to opt for entrepreneurship. The first section presents literature on the concept of entrepreneurship and introduces traditional African women entrepreneurs—the first-generation, culture-driven entrepreneurs, driven by the need to alleviate poverty within the family. The second section covers the modern, second-generation entrepreneurs driven by such forces as education, globalization, and technology. Further, the author assesses the regional perspectives on entrepreneurship and explores the entrepreneurial ecosystems to determine their relevance to the development of entrepreneurial spirit in Africa and among women in particular. This book expands on knowledge about the role that women play in the socio-economic development of the African continent.

*Advanced Entrepreneurship* Springer

Entrepreneurship - a South African perspective is a guide to becoming a successful entrepreneur. It describes and illustrates new venture creation within a South African context: the start-up process, the growth stages and the challenges in the maturity phase of the business.

**Entrepreneurial Ecosystems** Springer Nature

This introductory textbook to Business Management covers all the topics most important to those interested in the business world and managing

businesses in South Africa, Africa and globally.

Business Management Edward Elgar Publishing

"Corporate Finance: A South African perspective 2e takes a fresh principles-based approach to the study of financial management. It is aimed at second and third-year students following courses in financial management in BCom or BBusSc degree programmes. The book explains financial management concepts and practice in an accessible and concise way, while supporting students with plenty of practice examples and illustrations of real-life application."--Publisher's description.

**Entrepreneurship** IGI Global

The African business environment provides many opportunities and challenges. Success depends on the ability to quickly see the opportunities and the courage to face the challenges. Successful African entrepreneurs are best described as "doers" rather than "dreamers". They are action-oriented people who look far ahead into the future, and treat mistakes and failures as temporary setbacks on the way to accomplishing their goals. Above all, they are disciplined when it comes to the use of money. These are some of the insights you can get by reading this book. You will also know how to do the following: -Make profits for a purpose -Grow your business -Design a winning strategy -Manage efficiently and effectively -Find trustworthy business partners -Motivate your workers -Communicate with maturity and appreciation -Engage in fast learning -Improve the management of your finances With these tools at your disposal, you are certain to join the small but growing group of very successful African business owners.

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two doctorate degrees - PhD from Copenhagen Business School in Business Economics, and Dr Merc from Aalborg University in International Business. He has extensive experience as business consultant and training advisor in areas of management, marketing and cross-border inter-firm relations in many European and African countries. He is author and/or editor of 25 books on management. He has also written over 100 articles in scholarly and professional journals on a wide range of international business issues including entrepreneurship, international marketing, intercultural management, leadership and strategy. Madei Mangori has over 36 years of experience as an organizational and management development expert in Southern Africa mainly based in Gaborone Botswana. He turned academic in 2015 after obtaining a PhD in Business Management from Aldersgate College in the Philippines. He has published a book and co-authored another. All are available on Amazon. He is a founding member of Mentoring African Research Network ([www.resanet.org](http://www.resanet.org)). He is also the co-ordinator for business and contextual ministry and is currently leading the team working for the accreditation of Botswana Bible Training Institute into a multi-disciplinary tertiary institution operating in four countries in Southern Africa.

*How to Succeed as an Entrepreneur in Africa* Edward Elgar Publishing

The fast growing population in Africa, with significant growth of the working population, shows that Africa needs entrepreneurs with new and innovative ideas to match this growing work force. There is sufficient land, labour and natural resources which, when used effectively, will yield profit and promote growth in many African nations. This book shows the compelling effort to mesh theory into practice. The information in this book compels the Africans to re-examine their environment and take action. It describes how to tailor your knowledge and develop your society, how to write down a good business plan and where to get funding for your business. It is a practical guide for practitioners who provide counselling and planning services. It is also for pupils and students who want to develop their mind set. It is helpful for organizational development in different institutions. "Entrepreneurship: An African Perspective" is an easy to read book which demonstrates how you can transform your ideas into practice.

**Entrepreneurship** Routledge

The go-to guide for every young black entrepreneur! The 7 Things Every Young Black Entrepreneur Should Know is a practical and inspirational guidebook aimed at empowering the next generation of young black entrepreneurs. All the information in this book is based on the author's decades of experience as an entrepreneur and represents a distillation of the most important lessons he's learnt. Readers will be empowered to understand how to leverage their strengths, minimise their weaknesses, count the true cost of success, be patient, distinguish between good and bad ideas, manage risk, raise funding wisely and build shared prosperity.

*Higher Education, Community Engagement and Entrepreneurship in Southern Africa* Springer Nature

This volume explores the pressing issues of entrepreneurship education and development in Southern Africa. It discusses the various roles of higher education institutions in enhancing entrepreneurship in localised communities, and provides a systematic solution for improving the Southern African economy by realising the importance of empowering the youth with entrepreneurial skills. In addition, successful development requires effective policies and contemporary approaches to both community engagement and entrepreneurship management. The book uses different Southern African case studies to discuss the various issues and innovations in entrepreneurship in the country.

*Corporate Finance* Financial Times/Prentice Hall

The hope and hype about African digital entrepreneurship, contrasted with the reality on the ground in local ecosystems. In recent years, Africa has seen a digital entrepreneurship boom, with hundreds of millions of dollars poured into tech cities, entrepreneurship trainings, coworking spaces, innovation prizes, and investment funds. Politicians and technologists have offered Silicon Valley-influenced narratives of boundless opportunity and exponential growth, in which internet-enabled entrepreneurship allows Africa to "leapfrog" developmental stages to take a leading role in the digital revolution. This book contrasts these aspirations with empirical research about what is actually happening on the ground. The authors find that although the digital revolution has empowered local entrepreneurs, it does not untether local economies from the continent's structural legacies.

*Mastering Entrepreneurship* Routledge

This work provides a comprehensive examination of the realities, changes, and public policy outcomes that are influenced by the African-American entrepreneurship experience. An excellent resource, it examines perspectives from which all businesses, ranging from small to large national and international, can benefit.

**Business-to-Business Marketing** Emerald Group Publishing

This introductory textbook to Business Management covers all the topics most important to those interested in the business world and managing businesses in South Africa, Africa and globally. They include: General management, including planning, organising, leading and control -- Financial management -- Operations management - Purchasing -- Logistics and supply chain management -- Management Information Systems -- Marketing management and public relations -- Human resource management. The book also covers the business environment, entrepreneurship and business ethics. It has been written by distinguished authors, all experts in their respective fields from various universities and the private sector, who share their knowledge and experience with a theoretically sound but practical approach. Its intended readers are undergraduate students doing a course in Introductory Business Management as part of a degree or diploma at a university, university of technology or private college.

*Delivering Entrepreneurship Education in Africa* tredition

This book provides a comprehensive overview of role of entrepreneurship, technology commercialisation and innovation policy for the achievement of economic development and prosperity in African societies. It adopts a broad innovation systems approach. The book examines entrepreneurship, innovation, and technology commercialisation alongside context-specific factors associated with them. It also provides an interdisciplinary perspective, by discussing the above disciplines in a connected way. This book is presented in three distinct parts. It starts by discussing entrepreneurship and the state of the entrepreneurial ecosystem in Africa. It then moves on to present technology commercialisation in Africa, before finally discussing the future directions for entrepreneurship, technology commercialisation and innovation policy. This broad picture provided in the book enables the reader to grasp the relevant messages, whilst the detailed analysis applies world-class theories and frameworks to deepen the readers understanding of key concepts and issues examined.

*Female Entrepreneurs in the Long Nineteenth Century* Pearson South Africa

This comprehensive handbook offers a state-of-the-art guide to new frontiers of African entrepreneurship. Written from a Pan-African perspective by a cast of international authors, the book addresses the rapid modernisation and evolution of African entrepreneurship and business practices. It maps new developments in entrepreneurial ecosystems, technology and digital entrepreneurship, entrepreneurship in conflict zones, and gender and diversity issues. It proposes new models for entrepreneurial financing and explores the contrast between entrepreneurship in high-technology urban centers with peripheral rural districts and conflict zones. Bringing together empirical insights and case studies from countries across Africa, the Handbook illuminates regional and contextual differences and shares theoretical and practical insights which inform policy and practice. It is an ideal guide for researchers and students working on international business, entrepreneurship and emerging economies. It will also inform policymakers in developing context-informed entrepreneurial policies and initiatives in Africa.

*Entrepreneurship* Entrepreneurship

Business-to-Business Marketing: An African Perspective: How to Understand and Succeed in Business Marketing in an Emerging Africa is a comprehensive application of the most current research results, concepts and frameworks to the African business-to-business (B-to-B) context. The chapters are designed to provide the reader with a thorough analysis of b-to-b. Important aspects like competitive strategy in B-to-B, marketing mix strategies, relationship management and collaboration, business services, big data analysis, and emerging issues in B-to-B are discussed with African examples and cases. As a result, the book is easy to read and pedagogical. It is suitable for courses at universities and other tertiary levels, undergraduate and graduate courses, MBA and professional B-to-B marketing programmes. Working managers will find it a useful reference for practical insights and as a useful resource to develop and implement successful strategies. The Authors Collectively the four authors have over 60 years of teaching and research in B-to-B marketing and management in and outside Africa. They have the managerial and consulting experience that has enabled them to combine theory with practice. Their experience and knowledge provide the needed background to uniquely integrate teaching and research with the realities of the African B-to-B market. Their command of and insight into the subject are unparalleled.

*Business Management* Penguin Random House South Africa

Advanced Entrepreneurship represents the only South African book on small business management or entrepreneurship at this level available to students. The text covers standard entrepreneurial theory from a southern African perspective. In addition it includes a discussion of contemporary issues facing entrepreneurs, such as strategic management and technology as tools of the businessperson. The text provides advice on the legal framework in which an entrepreneur must function, and sources of finance for the venture. It also examines issues around e-commerce and globalization. There is a discussion of the specific dilemmas - such as the focus on empowerment - facing the South African entrepreneur. The book includes a number of fully researched case examples featuring successful South African businesspeople. Examples from neighbouring states broaden the relevance of the discussion.

*The Foundation and Growth of African Women Entrepreneurs* Springer Nature

Many entrepreneurs starting up their own business have a great idea but they fail because they haven't spent enough time planning how to carry it out. In this book, a team of successful entrepreneurs, business advisors and subject specialists lay out the process of planning and starting your own enterprise, introducing you to the world of entrepreneurship and advising how to grow a business. Drawing on their personal experiences in the different phases of start-up and establishing their businesses they add valuable hands-on information. Entrepreneurship - An African Perspective is a theoretical as well as practical guide to how to develop business ideas to establish a successful enterprise. In it you will find: • the procedure the entrepreneur has to follow before establishing a business • guidelines on identifying a feasible business idea • how to conduct a viability study • how to draw up a business plan • a comprehensive introduction to the world of business and its most important role-player, the entrepreneur, specifically in the South African context • basic business concepts that explain the business environment and business in general • African case studies and examples of what successful entrepreneurs do and what contributes to successful entrepreneurship • essential business management functions relevant to a start-up and new business, such as marketing, finance, operations, human resources and purchasing. The authors use an accessible approach to guide readers to be positive yet critical, creative yet practical in their research and analysis of a business idea, and ultimately to develop a business idea that will be profitable. It will be of great value to undergraduate students of Entrepreneurship in Africa as well as the less-experienced and nascent entrepreneur.

*Digital Entrepreneurship in Africa* Oxford University Press

Delivering Entrepreneurship Education in Africa brings together a collection of academic studies that offer an in-depth analysis of the current state of entrepreneurship education in Africa. The chapter authors engage discussions on how to make entrepreneurship education an attractive field of study for African students.

**Developing Africa's Financial Services** Van Schaik Publishers

Development studies in developing regions such as Southern Africa rely heavily on materials developed by Europeans with a European context. European dominance in development studies emanates from the fact that the discipline was first developed by Europeans. Some argue that this has led to distortions in theory and practice of development in Southern Africa. This book wishes to begin Africa's expedition to develop proper material to de-Westernize while Africanizing the context of the scholarship of rural development. African Perspectives on Reshaping Rural Development is an essential reference source that repositions the context of rural development studies from the Western-centric knowledge system into an African context in order to solve African-centered problems. Featuring research on topics such as food security, poverty reduction, and community engagement, this book is ideally designed for planners, researchers, practitioners, policymakers, government officials, academicians, and students seeking clarity on theory and practice of development in Africa.

**Entrepreneurship in Africa** Emerald Group Publishing

Financial services are an essential element in powering entrepreneurial activity beyond resource extraction in Africa. This book examines the macro-trends and highlights inspiring success stories of entrepreneurial financial sector ventures that are making a lasting contribution to the economic development of various sub-Saharan African countries.

*Fresh Perspectives: Entrepreneurship* Springer Nature

It is now widely recognized that in regions like Africa, for economic and other reasons, the public sector has had to disengage and divest from many areas of the economy and allow private enterprise, especially scalable start-ups and new ventures, to enter and flourish if economic development and employment are to grow. There is, however, a training and education gap since entrepreneurship is rarely taught formally at African universities and, when it is, it is often approached from a Western perspective which may not be appropriate given that African environments are significantly different from most Western ones in terms of economic infrastructure and political considerations. This book allows readers to understand the African

entrepreneurial context by guiding them through the principal stages in the life of a new venture, and offers approaches, both Western and indigenous, that can inform their entrepreneurial actions. It concludes by examining some specialized topics, including female, youth, and social entrepreneurship, as well as real estate and technology. Exercises throughout the book will enable readers to evaluate their motivations and preparedness for entrepreneurship and learn how to communicate a new venture's key features to potential stakeholders. By focusing on the distinctive features of entrepreneurship in the African context, and taking a conversational tone, this is an informative and practical text that will be useful for students of Global Entrepreneurship and Business as well as actual and prospective entrepreneurs in the private, non-profit, and public sectors.

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