

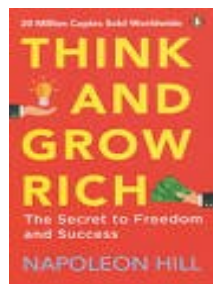


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## NEW ACQUISITIONS

## ENTREPRENEURSHIP



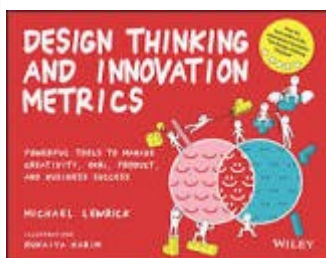
**Hill, Napoleon, Think and Grow Rich: The Secret to Freedom and Success** USA: Penguin Books, 2022 [CO HF 5386 .H57 2023]

Think and Grow is the number-one inspirational and motivational classic for individuals who are interested in furthering their lives and achieving their goals.

Drawing inspiration from the lives of Andrew Carnegie, Thomas Edison, Henry Ford, and other millionaires of his generation, Napoleon Hill reveals the life-changing secret to securing exceptional wealth and success.

**Sison, Luis, Technopreneurship Tech To Go: A Student's Guide to bringing Technology to the Marketing** Quezon City: C&E Publishing, Inc., [c2024] [CO-FI HB 615 .S57 2024]

Learn how to turn your tech ideas into successful business ventures with Technopreneurship — Tech To Go: A Student's Guide to bringing Technology to the Market. This book provides valuable insights and turn their innovative concepts into successful ventures. From concept development to funding strategies, this guidebook has the essential tools and advice needed to succeed in the fast-paced world of tech-entrepreneurship. Tech to go features thought-provoking discussions, in-depth exercises, and case studies perfect for building technopreneurs.



**Lewrick, Michael, Design Thinking and Innovation Metrics: Powerful Tools to manage creativity, OKRs, Product, and Business Success** Hoboken, New Jersey: John Wiley & Sons, Inc., [c2023] [CO HD 30.23 .L4895 2023]

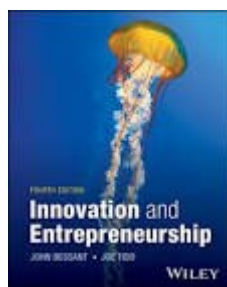
Create, manage, and measure innovation

In Design Thinking and Innovation Metrics: Powerful Tools to Manage Creativity, OKRs, Product, and Business Success, bestselling author Michael Lewrick delivers a simple and straightforward playbook to manage and measure innovation. In the book, you'll learn how to utilize the design thinking paradigm for innovation success and how successful leaders manage Explore and Exploit portfolios to create impact.

The author explains how to:

- Strategically employ data analytics, artificial intelligence, and neurodesign to drive innovation and business results
- Deploy Objectives and Key Results (OKRs) for innovation teams to realize true alignment between the business and team performance
- Use the provided hands-on tools to measure your firm's success at creating meaningfully new and interesting products, services, and experiences

Part of the Design Thinking Series, Design Thinking and Innovation Metrics will earn a place in the libraries of managers, executives, product owners, innovation teams, entrepreneurs, and other business leaders.



**Bessant, John, Innovation and Entrepreneurship 4th Edition** Hoboken: Wiley, [c2024] [CO HD 53 .B47 2024]

This book has been developed specifically for students of Business and Management Studies, and for Science and Engineering students studying courses on Innovation and/or entrepreneurship. It is designed to complement our best-selling text *Managing Innovation: Integrating Technological, market and Organizational Change* (Eight edition, John Wiley & Sons, Ltd, 2024), which is focused more on the needs of specialist postgraduate and post-experience audiences.

In this fourth edition, we were inspired by the pioneering scholars of entrepreneurship and innovation, such as Joseph Schumpeter and Peter Drucker, to attempt to re-integrate these two fields. For too long the two subjects have diverged into narrow disciplines, each suffering as a result: entrepreneurship has become preoccupied with small business creation and innovation dominated by new product development. In this text, we aim to reunite the study and practice of entrepreneurship and innovation.

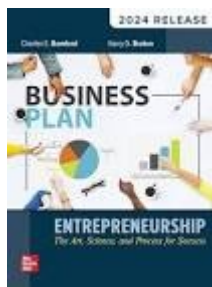
In *Innovation and Entrepreneur* (fourth edition), we continue to take a unique position at the interface of these two fields, rather than a traditional narrow focus on one or the other. On the other hand, the Innovation field has a bias towards larger firms and formal processes, whereas on the other hand, the Entrepreneurship discipline is dominated by a focus on individuals, startups and small firms, but with little emphasis on the role of innovation. In contrast, here we adopt a view that aims to identify and explore the intersections and interactions between these two fields, such as entrepreneurship in larger organizations, and innovation in new enterprises and smaller firms. Integrating themes include social, sustainable and digital innovation and entrepreneurship.

**Deakins, David, Entrepreneurship: A Contemporary & Global Approach 2nd Edition** London: SAGE, c2024 [CO HB 615 .E55 2024]



This popular and well received standard text on Entrepreneurship has been completely revised and up-dated for the second edition. The text retains the favourably-reviewed features of the first edition which include the importance of context, diversity and differing international entrepreneurial practice, yet is underpinned by coverage and application of relevant theory. In particular, the text now contains important and entirely new sections on entrepreneurship in the face of multiple global crises, evidence on entrepreneurial resilience, new case study material on examples of international entrepreneurship from developing countries including a new section on Entrepreneurship in Sub-Saharan Africa, new case materials on 'clean technology' entrepreneurship and on green finance and a new chapter on Indigenous Entrepreneurship. All chapters have been completely updated to reflect increased diversity and the place of ENTREPRENEURSHIP. In the context of multiple global crises.

The text remains the pedagogic features of the first edition which are consistent throughout the text and include learning outcomes, boxed case studies with discussion questions, policy, and practical issues, summaries of each chapter, recommended reading and suggested assignments. The text is complemented by online support material for tutors.

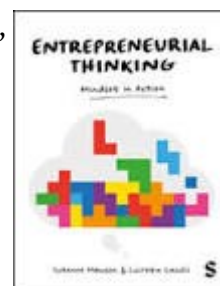


**Bamford, Charles, Entrepreneurship: The Art, Science, and Process for Success: 2024 Release** McGraw Hill LLC, [c2024] [CO HD 62.5 .B36 2024]

Entrepreneurship: The Art, Science, and Process for Success, emphasizes three core tenets necessary to start an entrepreneurial venture: The Art of turning an entrepreneurial venture into a success The Science of practice as the heart of starting and running a successful entrepreneurial venture The Process that tie these two areas together into a coherent and organized business. With its adaptive learning tools, students learn the art, science, and process of designing, starting, and managing a small business. Through its real-world approach, students are placed in the roles of a financial analyst, marketer, and business owners, and think critically to develop their plan to survive in the ever-changing business world. Rather than have a chapter on designing a building a plan, the authors built the entire book around it so that at the end of the course the students will have crafted their own business plans.

**Mawson, Suzanne, Entrepreneurial Thinking: Mindset in Action** London: SAGE, c2024 [CO HB 615 .M379 2024]

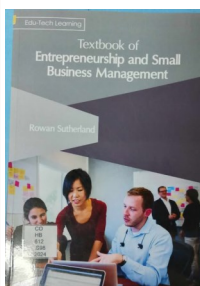
Entrepreneurship is not just about building businesses: it encompasses a set of skills, competencies and linked behaviours to support the creation of new ideas to create value. Entrepreneurial thinking is relevant across all aspects of life, personal and professional, and closely linked to both employability and life skills. This new textbook, via an array of pedagogical features, quizzes and worksheets, guides you in developing your own entrepreneurial thinking skills to support the development of ideas to tackle problems and challenges for yourself, for organisations and for society generally. It will challenge you to look beyond standard narratives of 'heroic' entrepreneurial individuals to identify how you yourself can become a creator of value in our volatile, uncertain, complex and ambiguous world.



**Gomez, Lourdes H., Entrepreneurial Behavior: Growth Mindset and Fixed Mindset** Intramuros, Manila, c2024 [CO-FI HB 615 .G66 2024]

In the ever-evolving landscape of entrepreneurship, success is not solely determined by market trends, capital investment, or technological prowess. Instead, it is often the mindset of the entrepreneur that serves as the compass guiding their journey through the unpredictable terrain of innovation and enterprise.

Welcome to "Entrepreneurial Behavior: Growth Mindset and Fixed Mindset ." In this book, we embark on a profound exploration of the psychological dimensions that underpin entrepreneurial behavior, with a specific focus on the dichotomy between growth mindset and fixed mindset.



**Sutherland, Rowan, Textbook of Entrepreneurship and Small Business Management**  
New York, NY: Clanrye International, [c2024] [CO HB 612 .S98 2024]

Small businesses are privately-owned partnership, corporations, sole proprietorships characterized by lower annual revenue and fewer employees compared to regular-sized businesses. Entrepreneurship pertains to the process of designing, launching, and operating a new business. Various types of entrepreneurship include social entrepreneurship, intrapreneurship, knowledge entrepreneurship, creative entrepreneurship, and sustainopreneurship. Social entrepreneurship involves using start-up companies to address environmental and social challenges through funding, development, and implementation of solutions. Entrepreneurship and small business management also retail tasks such as employee management, accurate financial reporting, and making strategic business decisions. This book is a valuable compilations of topics, ranging from the basic to the most complex theories and principles in the field of entrepreneurship and small business management. Some of the diverse topics covered in this book address the varied branches that fall under this category. Coherent flow of topics, student-friendly language and extensive use of examples make this book an invaluable source of knowledge.