



Entrepreneurship for Everyone: A Student Textbook

Robert Mellor

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In this groundbreaking textbook approach to the study of entrepreneurship, Robert Mellor brings to the non-specialist not only the crucial issues of the field that they will need to know, but also bridges the gap between business knowledge and expert knowledge from other disciplines. The textbook provides relevant and targeted specialist chapters aimed towards a variety of fields - from sustainable industries, information technology; healthcare, biotechnology, as well as the musical and creative industries. Key entrepreneurship concepts that are covered include: - the theories and tools of creative thinking - market research - intellectual property protection - relevant economics

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