Pre-reading guide

# *Exploring Entrepreneurship* (3rd edition) SAGE, 2021

Richard Blundel, Nigel Lockett, Catherine Wang and Suzanne Mawson

## Pre-reading guide

We have prepared the following guide for anyone who does *not* have a background in one or more of the core functional areas of business and management (i.e. managing people, marketing, operations and information systems, accounting and finance) that are covered in Chapters 4 to 9. The textbook has been written on the assumption that readers will already have a basic working knowledge of these business and management subjects. For example, Chapter 5 concentrates on the distinctive challenges of *entrepreneurial* marketing, rather than acting as a general introduction to the subject of marketing.

There are many good textbooks that cover these core functional areas. The following list provides details of some recent editions that are particularly relevant to each of these chapters.

In addition, if you have not studied business and management subjects before, you may find it helpful to look at a book about the ‘business environment’, which cover topics such as industry structures and macroeconomics, for example:

* Morrison, J. (2020) *The Global Business Environment: Towards Sustainability?* (5th edition). London: Red Globe / Macmillan.
* Needle, D. and Burns, J. (2019) *Business in Context: An Introduction to Business and its Environment* (7th edition). London: Cengage.

We hope that you find this guide useful and that the suggested readings help to get your studies in entrepreneurship off to a good start.

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| **Chapter 4 - Opportunities: nurturing creativity and innovation**  Drucker, P. (2015[1985]) *Innovation and Entrepreneurship*. London: Routledge.  Tidd, J. and Bessant, J. (2020) *Managing Innovation: Integrating Technological, Market and Organizational Change* *(7th ed)*. Chichester: John Wiley & Sons. |
| **Chapter 5 - People: leading teams and networks**  Banfield, R., Kay, R. and Royles, D. (2018) *Introduction to Human Resource Management (3rd ed)*. Oxford: Oxford University Press.  Taylor, S. and Emir, A. (2019) *Employment Law (5th ed).* Oxford: Oxford University Press.  Wilson, F. (2018) *Organizational Behaviour and Work (5th ed)*. Oxford: Oxford University Press. |
| **Chapter 6 - Markets: understanding customers and competitors**  Baines, P., Fill, C., Rosengren, S. and Antonetti, P. (2019) *Marketing (5th ed)*. Oxford: Oxford University Press.  Kotler, P. T., Armstrong, G., Harris, L. C. and He, H. (2019) *Principles of Marketing (8th European ed)*. UK: Pearson Education. |
| **Chapter 7 - Processes: controlling operations and technologies**  Chaffey, D., Hemphill, T. and Edmundson-Bird, D. (2019) *Digital Business and E-Commerce Management* (7th edn). Harlow, UK: Pearson Education.  Slack, N. and Brandon-Jones, A. (2021) *Operations and Process Management: Principles and Practice for Strategic Impact (6th ed).* UK: Pearson Education. |
| **Chapter 8 - Accounts: interpreting financial performance**  Gowthorpe, C. (2021) *Business Accounting and Finance (5th ed)*. Andover: Cengage.  Weetman, P. (2019) *Financial and Management Accounting: An Introduction* *(8th ed)*. UK: Pearson Education. |
| **Chapter 9 - Finances: raising capital for new ventures**  Gowthorpe, C. (2021) *Business Accounting and Finance (5th ed)*. Andover: Cengage.  McLaney, E. (2017) *Business Finance: Theory and Practice* *(11th ed)*. Harlow: FT Prentice Hall.  Pilbeam, K. (2018) *Finance and Financial Markets* *(4th ed)*. Andover: Palgrave Macmillan. |