

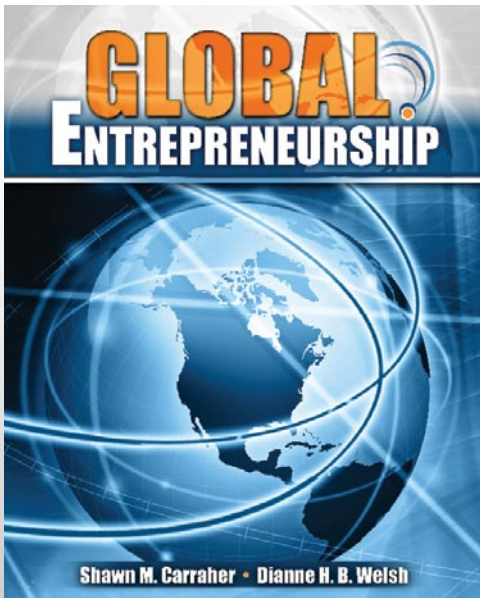


Help your students **SUCCEED** as **GLOBAL** **ENTREPRENEURS!**

Global Entrepreneurship focuses on what you need to know about global entrepreneurship. It explains the principles that come from entrepreneurship, international business, cross-cultural management, strategy, exporting, international education, international economics and environmental concerns, and leadership.

- This book focuses more on practical applications than on statistical surveys and empirical research.
- The chapters were chosen based upon a detailed study undertaken by the International Entrepreneurship Division of the U.S. Association for Small Business & Entrepreneurship as to what educators in the areas of international and global entrepreneurship believed should be included in such a course.
- Includes examples of specific area studies that the reader may use as an example in a part of the world they would like to develop a particular product or service to export or import.
- This book is organized into four sections: the introductory chapters which are designed to provide the reader with a broad overview of the topic, the second section includes more specialized and focused topics on specific aspects of international and global entrepreneurship, the third section includes area studies chapters, and the final section includes a case.
- Features a case study on Mary Kay Cosmetics going international.
- An instructor's resource package, including PowerPoint Presentations and instructor's manual, is provided to all adopters.

Written by Shawn M. Carraher, Brewczynski Endowed Chair in Entrepreneurial Studies Director, Cameron University and Dianne H.B. Welsh, SPHR, Ph.D., Charles A. Hayes Distinguished Professor of Entrepreneurship, University of North Carolina Greensboro. **For more information on the authors visit: www.kendallhunt.com/carraher-welsh**



Preface

Part 1 Introduction

1. Global Entrepreneurship and Global Business - George Puia
2. Environmental and Contextual Sources of Global Variation in Entrepreneurial Activities - Nir Kshetri
3. Global Entrepreneurship Strategy - John Parnell
4. Global Business Plan - Joan Gillman and Kira Henschel
5. Business Opportunities for Global Entrepreneurship - Alvin Jackson

Part 2 Specialized Topics

6. Exporting - John O'del
7. Global Economics and Finance - Dale Funderburk
8. Cross-Cultural Customs and Communication Styles - Anatoly Zhuplev
9. Providing Students with a Worldview: A Competency-Based System for Global Entrepreneurship Education and Development - Sherry E. Sullivan and Madeline M. Crocitto
10. Global Franchising and Other Forms of Entrepreneurship - Dianne H.B. Welsh and Ilan Alon
11. Going Global? Alternative Modes of Entry for Entrepreneurial Firms - Nadia Ballard and Ilan Alon

Part 3 Area Studies

12. Eastern Europe - Barbara Weiss
13. Latin America - Frank Hoy
14. China - Lan Ying Huang and Shawn M. Carraher

Part 4 Case Study

15. Case Study - Direct Selling Worldwide: The Mary Kay Cosmetics Story - Dianne H.B. Welsh and Yvonne Pendleton

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