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Table of Contents1 PAPER NO.3  
ENTREPRENEURSHIP AND COMMUNICATION 1.1  
CONTENT1.2 Entrepreneurial mindset1.3  
Entrepreneurship and innovation1.4  
Opportunity identification and development1.5  
Creating and starting a new venture1.6  
Business growth strategies1.7  
Entrepreneurship and technology1.8 Nature of  
business communication1.9 Written  
communication1.10 Oral and non-verbal  
communication1.11 ...

~~Entrepreneurship and Communication — KASNEB Syllabus ...~~

Certified Public Accountants (CPA) PART I  
Section 1 Paper No: CA11 Financial Accounting  
CA12 Business Law CA13 Entrepreneurship and  
Communication Section 2 Paper No: CA21  
Economics CA22 Management Accounting CA23  
Public Finance and Taxation PART II Section 3  
Paper No: CA31 Company Law CA32 Financial  
Management CA33 Financial Reporting Section 4

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Commercial Law: Text, Cases, and Materials provides students with an extensive and valuable range of extracts from key cases and writings in this most dynamic field of law. The authors' expert commentary and questions enliven each topic while emphasizing the practical application of the law in its business context. Len Sealy and Richard Hooley have been joined by four renowned experts in the field for the preparation of this edition. The authors have captured the essence of this fascinating topic at a time of significant legislative, regulatory, and political change.

Written by a highly regarded expert on entrepreneurship, this bestselling textbook provides an engaging and comprehensive overview of corporate entrepreneurship. Now in its fourth edition and fully revised throughout, this accessible text is structured in four key parts that cover everything a student needs to know about the topic. After an initial consideration of what constitutes corporate entrepreneurship and innovation, the author then guides students through the four pillars of entrepreneurial architecture: culture, structure, leadership and strategy. The third section focusses on the entrepreneurial mind-set, including how to encourage creativity, business ideas and developing concepts. Finally, the book draws attention to corporate venturing, examining

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venture teams, intrapreneurs, market development and the role of shareholder value. It is no longer sufficient for businesses to grow simply by cutting costs and taking over competitors. To achieve true success, organisations must avoid an ageing product or service portfolio to bring new, innovative ideas to market. Corporate entrepreneurship is inherently risky and therefore requires a fresh approach to strategy. The approach Paul Burns offers will successfully overcome barriers to launching new ideas, internal challenges of managing creativity and show how to foster an entrepreneurial culture. This is the go-to textbook for all students studying Corporate Entrepreneurship, Intrapreneurship or Corporate Venturing at undergraduate, postgraduate or MBA level. The book is also essential reading for courses on Strategic Entrepreneurship and Innovation. New to this Edition: - Fully revised and updated content throughout with new four-part structure - Brand new case studies in every chapter, featuring some of the world's highest profile companies from across the globe - A greater focus on innovation, including a new chapter on this topic at the start of the book - New chapters on 'Developing a Business Model', 'Managing Change' and 'Managing Risk' - New on-page glossary with key terms highlighted in the text and defined in the margins - New Activities and Group Discussion topics at the end of each chapter

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