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In Launching New Ventures, Allen prepares students to spearhead new initiatives--paying special attention to the process and activities required before a start-up can open for business. A conversational approach engages and encourages students to rely on this text as more than just a reference book. Real-world case studies, new venture checklists, plus Allen's own firsthand experience guide students through the logical process of recognizing an opportunity, testing a business concept, and implementing a formal business plan. Updated Case Studies and Entrepreneur Profiles showcase a range of high-profile start-ups and their founders, while accompanying discussion questions allow students to apply their analytical skills. The enhanced ancillary package--with new testing, video, and online resources--makes course management more efficient and learning more dynamic.