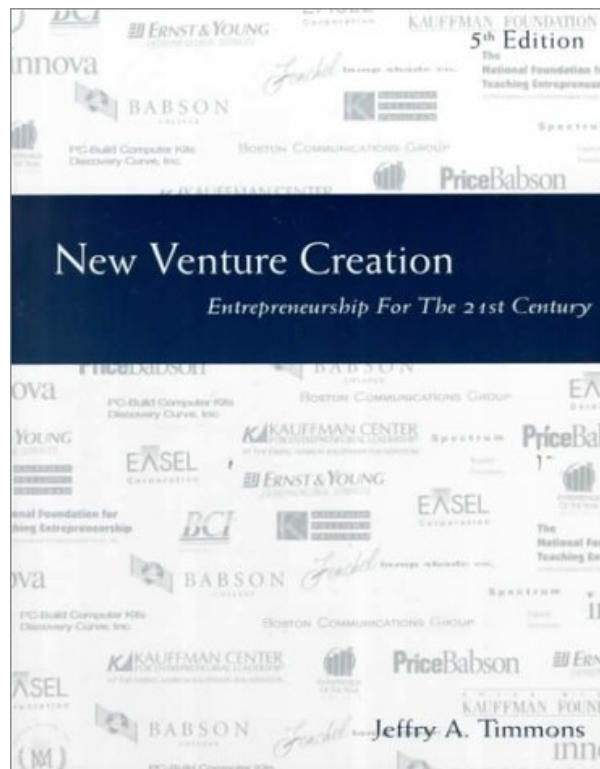
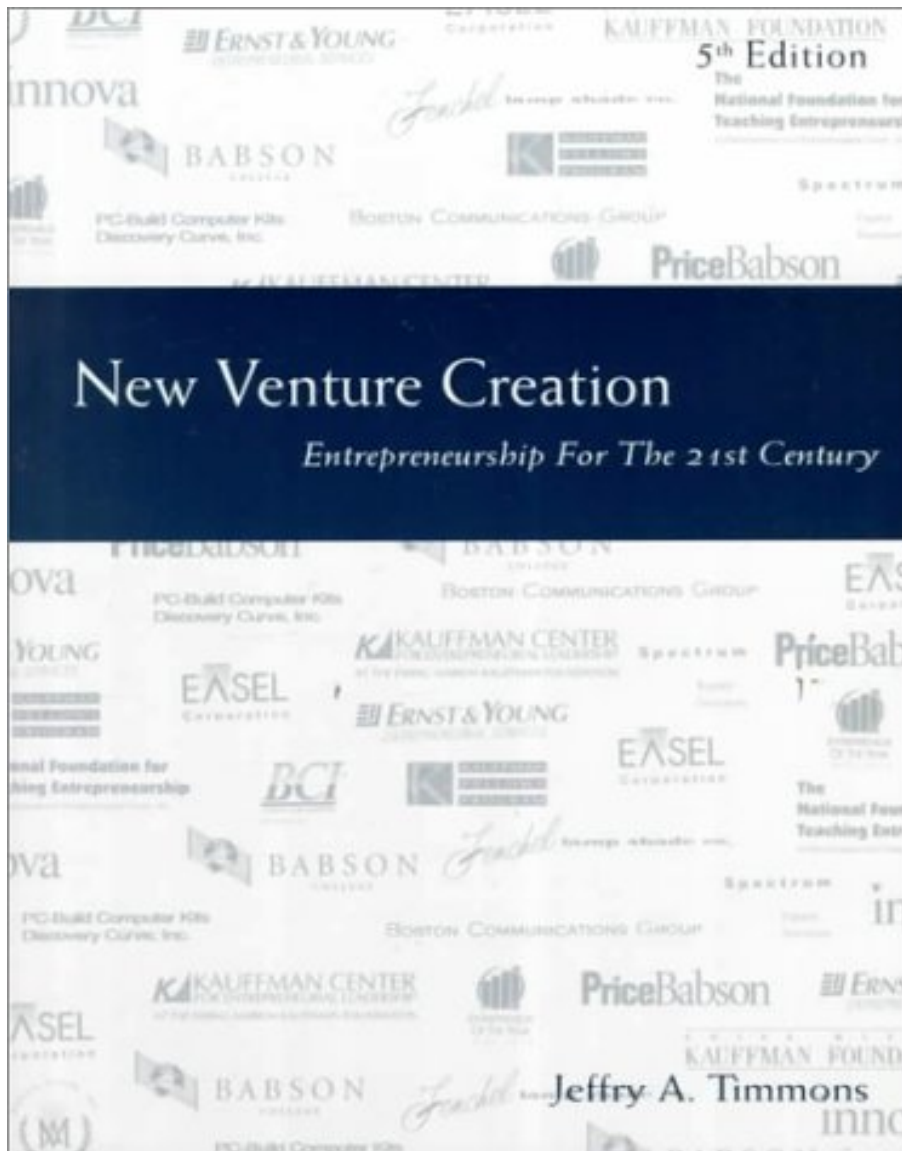


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This market leader covers the process of getting a new venture started, growing the venture, successfully harvesting it and starting again. The "workbook" contains tools and concepts entrepreneurs need to know prior to and while taking the start-up plunge. A new chapter (5) and 9 new text cases are highlights of the revision.

- Sales Rank: #4793872 in Books
- Published on: 1998
- Original language: English
- Number of items: 1
- Dimensions: 9.06" h x .98" w x 8.39" l,
- Binding: Paperback
- 800 pages

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By Jones

If you are an entrepreneur, don't buy this 1998 edition, buy the 1995 version. This new edition is basically just a text book with cases and questions. It would be great for an MBA class but not someone who wanted to start their own business. The 1995 version of this book, also sold on Amazon, is fantastic for entrepreneurs. It has over 700 pages of information, worksheets and examples. Do yourself a favor, buy the older version.

19 of 19 people found the following review helpful.

Helpful resource but not a guidebook

By Steve

New Venture Creation is insightful, well-crafted, and content-rich. It's no surprise that MBAs swear by this hugely popular business school classic.

However, as a serial entrepreneur, I have mixed feelings about the actual utility of Timmon's textbook. On one hand, it presents a fairly accurate description of the entrepreneurial process. Timmon's commentary covers: recognizing an opportunity... to sizing the market... to securing risk capital... to ultimately harvesting the venture. Timmon's also addresses the critical risks and challenges that entrepreneurs face along the way. So to be clear, New Venture Creation is definitely more useful than all those "How to Write a Business Plan" books.

On the other hand, none of Timmon's text was particularly meaningful to me until I had started my second venture. Put another way, New Venture Creation (by itself) is not instructional. It lacks sufficient case study,

testimonial, and all those great "war stories."

Therefore, New Venture Creation is a helpful resource but not a practical guidebook.

10 of 11 people found the following review helpful.

a Harvard Business School style textbook on entrepreneurship

By Bill Tang

Here is what a leading business school teaches on entrepreneurship. Overall, the book is very well balanced in its coverage of principles and analysis of real world cases. With its size (800 pages of letter size), it contains information (such as sample term sheet, agreements, RMA statement studies) which are hard to find in other books. It is obvious that it couldn't be written without many years of teaching, research and practice.

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