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Entrepreneurship

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Periodical Articles

"Hi, I'm the human LinkedIn!"

by Clair Suddath. *Bloomberg Business week*, 6/10/2013, Iss. 4333, p.75- (3pgs.)

The article focuses on Christine Hauer, a professional networker that founded the communications and personal branding firm Hifive Agency. Topics include why networking is the best way to make business connections, why companies value in-person interactions over electronic mail or telephone interaction, and how to overcome shyness and introversion when networking.

Assessing the Impact of Entrepreneurship Education Programs: Challenges and Approaches

by Nathalie Duval-Couetil. *Journal of Small Business Management*, July 2013, Vol. 51, Iss. 3, p.394- (15pgs.)

Entrepreneurship education programs are increasingly being established and expanded in an effort to equip students with the knowledge and competency necessary to create economic value and jobs. An underlying assumption of these programs is that they create positive outcomes for students; however, the extent and nature of these outcomes have not been well explored in the literature. The purpose of this paper is to provide an overview of contemporary trends in educational evaluation and the challenges specifically associated with the assessment of entrepreneurship education programs.

Better Living through Business

by Michelle Goodman. *Entrepreneur*, February 2013, Vol. 41, Iss. 2, p. 76- (4pgs.)

The article looks at entrepreneurs who are running socially responsible business enterprises, known as impact entrepreneurship. Topics include the importance of a business plan, finding investors who support the business's social mission, and how to pitch to investors to avoid rejection on the basis that social enterprises make minimal profits.

Deciding To Persist: Adversity, Values, and Entrepreneurs' Decision Policies

by Daniel V. Holland and Dean A. Shepherd. *Entrepreneurship: Theory and Practice*, Vol. 37, Iss. 2, March 2013, p.331, Word Count: 13508.

Entrepreneurial persistence occurs when the entrepreneur chooses to continue with an entrepreneurial opportunity regardless of counterinfluences or enticing alternatives. The decision to persist is influenced by personal characteristics and by feedback from the environment relative to thresholds. Using a conjoint experiment, we investigate how adversity and values influence the weight placed on the decision attributes for the persistence decisions of 100 entrepreneurs. The findings suggest that the persistence decision policies are heterogeneous depending on the level of adversity experienced and

the individual values held by the entrepreneurs. The results provide interesting insights into why and how entrepreneurs choose to persist.

The Development of Social Capital and Financing of Entrepreneurial Firms: From Financial Bootstrapping to Bank Funding.

by Sara Jonsson and Jessica Lindbergh. **Entrepreneurship: Theory and Practice**, Vol.37, No.4, July 2013, p.661, Word Count: 10372.

This paper uses a three-dimensional perspective on social capital to investigate how entrepreneurs develop their social capital when relying on bootstrapping strategies becomes insufficient and financing needs to be acquired from external debt and equity financiers. Findings from six case studies of entrepreneurs in the fashion industry show that to acquire funding, due to perceived deficiency in the existing network, entrepreneurs develop the structural dimension by adding relationships based on function. However, when seeking financial information that is perceived as sufficient in the existing network, they do so by developing cognitive and relational dimensions to preexisting network ties.

Does Entrepreneurship Education Have a Role in Developing Entrepreneurial Skills and Ventures' Effectiveness?

by Dean Elmuti, Grace Khoury, and Omar Omran. **Journal of Entrepreneurship Education**, 15, Annual 2012, p.83, Word Count: 5412.

The purpose of the paper is to examine the impact of entrepreneurship education and training on the development and enhancement of entrepreneurial skills that may be essential to improve ventures' effectiveness. One hundred and seventy entrepreneurs and prospective entrepreneurs were surveyed in the United States to determine their motivations for business ownership and assess their perceived factors that may have contributed to the success or failure of their ventures. The findings clearly indicate that there is causal linkages between entrepreneurial education (managerial skills), social competence (interpersonal skills), and to a greater degree, basic entrepreneurial training skills and ventures' effectiveness. They were statistically significant confirming prior expectation of the significant value of entrepreneurship education. The data demonstrates that the entrepreneurial education and training programs appear to create openness, confidence, and trust among the participants in this study. However, the type of entrepreneurship education must be coupled with content that is rich in learning principles, innovation, and reflection in order to enhance ventures' effectiveness.

The Emergence of Marketing in Millennial New Ventures

by David Lingelbach et al. **The Journal of Consumer Marketing**, Vol. 29, No.2, 2012, 136- (9pgs.)

The purpose of this paper is to develop a conceptual framework, based in entrepreneurship theory, which explains how marketing emerges in startups founded by members of the Millennial generation. Marketers in entrepreneurial firms founded by Millennials can follow a few simple rules to enhance market penetration. Resource scarcity is something to be sought, not avoided. A thoughtful social media strategy can accelerate new product

introduction: stealthiness and its close relation small size should be embraced; avoid getting too big too quickly; use furtiveness to drive social media-based bonding.

The entrepreneur's guide to forming a high technology company: what every entrepreneur should know about intellectual property

by James C. Chapman and Alex Y. Nie. **The Computer & Internet Lawyer**, Vol. 30, No.2, February 2013, p.1, Word Count: 10604.

Forming a high technology company is a difficult yet rewarding task. Although high technology start-ups face many of the same issues confronting more mature and stable companies, there are numerous legal issues that are unique to the fact that these companies are in their infancy, may grow rapidly and often intend to develop and sell very complicated and state of the art technology. This article identifies, analyzes and provides practical solutions to a number of legal issues faced by high technology start-up companies that wish to secure venture capital or other outside financing and one day conduct an initial public offering. The issues covered include: avoiding claims of trade secret misappropriation, establishing a trade secret protection program, establishing and maintaining ownership of technology, patent protection and key strategic decisions and open source software challenges.

The Evolution of Social Media as a Marketing Tool for Entrepreneurs

By Patrick R. Geho and Jennifer Dangelo. **The Entrepreneurial Executive**, Vol. 17, 2012, 61-(8pgs.)

Traditional marketing methods can no longer sustain a business. Businesses have been aware for the past few years that social connectivity was becoming the key to marketing. However, the time, effort, usefulness and ability to measure outcomes made using social media for marketing impracticable. With the advent of analytics and other sophisticated measurement tools, entrepreneurs are finding that they can now not only take advantage of social media as a marketing tool but use data to optimize their social media marketing campaigns. This study was conducted to examine trends in social media marketing and the resources available to entrepreneurs to jump start their marketing strategy by incorporating social media.

Forget Speed Networking

by Chuck Sink. **Business NH Magazine**, August 2013, Vol. 30, Iss.8, p.11- (2pgs.)

The article focuses on the ineffectiveness of speed networking in business development and presents tips on establishing an effective networking model. It informs that real networking establish lasting relationships and build loyalty that is genuine. It also informs that there are many chambers of commerce, associations and commercial enterprises which host events for the purpose of business networking.

Framing the Entrepreneurial Experience

by Michael H. Morris et.al. **Journal of Entrepreneurship: Theory & Practice**, January 2012, Vol. 6, Iss.1, p.11- (30pgs.)

Building on affective events theory (AET), an experiential perspective for conceptualizing entrepreneurship is introduced. As a 'lived experience,' entrepreneurship represents a cumulative series of interdependent events that takes on properties rooted in affect and emotion. Unique characteristics of entrepreneurial experiences are examined. The entrepreneur is presented as actor in an unscripted temporal performance who continually encounters novelty. A model and set of propositions are presented linking pre-venture experience, key events, experiential processing, learning, affective outcomes, and decision making. It is argued that the entrepreneur and venture emerge as a function of ongoing experience, with the venture creating the entrepreneur as the entrepreneur creates the venture.

Learning Sources and Methods Used by Famous Entrepreneurs: A Comparative Study about Three Entrepreneurs from Iran, Japan and United States of America

by Ghanbar Mohammadi Elyasi et.al. **International Business Research**, Vol.5, Iss.9, September 2012, P.60- (9pgs.)

Entrepreneurial perspective emphasizes on idea generation and putting them into action or creation of business. Learning methods used by entrepreneurs have a crucial impact on their capabilities. Entrepreneurs use various sources and methods of learning to achieve the expected capabilities. The main question of this article is: Which sources and methods of learning are mostly used by famous entrepreneurs? Do entrepreneurs who live in different countries use similar learning sources and methods? This framework contains four main sources of learning: "Publications", "Observation", "Speeches and Presentation" and "doing business activities". Content Analysis of documents is used as the research method, which is done by reviewing reliable documents on the three famous entrepreneurs. Amir Kabir, Matsushita and Welch respectively from Iran, Japan and America are selected as research sample. The logic and the reason of our selection are based on their influence in business. Results show that top entrepreneurs learn mostly from informal learning methods including: doing activities, duties, observations and conversations or dialogues, although there are differences for each of the chosen entrepreneurs dependent on his environment.

Lessons in Losing

by Jennifer Wang. **Entrepreneur**, January 2013, Vol. 41, Iss. 1, p.37- (3pgs.)

The article presents profiles on five entrepreneurs and discusses how they learned from failure in achieve success in business. Information is provided on Ben Huh, founder of the website owner Cheezburger, Rob Kramer, co-founder and chief executive officer (CEO) of the mobile marketplace HipSwap, and Nihal Mehta, co-founder and CEO of the advertising firm Local Response.

Make the Most of Networking

by Patricia Fripp. **American Salesman**, January 2012, Vol. 57, Iss.1, p.16- (3pgs.)
The article offers tips on making one's self worth remembering during business networking events. It is inferred that having a quiet self-assurance and confidence will aid in enabling people to enjoy a business meeting and recall one's presence afterwards. Suggestions include developing a distinctive signature look, overcoming shyness, and greeting everyone.

The Motivation Matrix

by B. Leigh Uchanan . **Inc.**, March 2012, Vol. 34, Iss.2, p.60- (3pgs.)
The article discusses various reasons individuals establish their own businesses and become entrepreneurs. Among the major reasons are autonomy, financial gains, and altruism. According to U.S.-based Harvard Business School associate professor Noam Wasserman, entrepreneurs are likely to establish a business that would satisfy them emotionally and materially. Wasserman's book "The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup" is also cited.

On Some of the Misconceptions about Entrepreneurship

by Murray Hunter. **Economics, Management and Financial Markets**, Vol. 7, No. 2, June 2012, p.55- (49pgs.)
Entrepreneurship has been played up by the media as a visionary and heroic activity. Individual entrepreneurs have been glorified through media coverage, biographies, and publicity contributing to many government and public misconceptions entrepreneurship. This paper examines some of the myths about entrepreneurship, looking at relevant research and statistics, and paints a very different picture to general public perceptions. The paper then goes on to postulate that entrepreneurship is only part of the firm lifecycle, very little innovation is generated by start-up ventures, there is no common entrepreneurial type of person, people start new businesses for non-rational reasons, very few entrepreneurs actually have high growth ambitions, new firms generally don't survive long, there are no success formulas, entrepreneurs are actually risk averse, successful products don't make successful businesses, new product development rather than invention is needed, and that entrepreneurship doesn't really contribute to economic growth. Before concluding, this paper briefly discusses entrepreneurial education, particularly that in the developing countries of ASEAN.

Playing to WIN

by Michelle Goodman. **Entrepreneur**, December 2012, Vol. 40, Iss.12, p.100- (4pgs.)
The article examines how small businesses are earning seed money and startup capital through business planning contests. Topics include how entrepreneurs Jen Barnett and Sam Brasseale funded their organic food store and its website through business contests, advice for entrepreneurs on how to choose which business contests to enter, and how to organize an efficient contest presentation to help promote small businesses.

Quality over Quantity: Reexamining the Link between Entrepreneurship and Job Creation

by Adam Seth Litwin and Phillip H. Phan. **Industrial & Labor Relations Review**. July 2013, vol. 66 iss. 4, p.833- (41pgs.)

Although much has been written about the quantity of jobs created by entrepreneurs, scholars have yet to examine the quality of these jobs. In this article, the authors begin to address this important issue by examining nearly 5,000 businesses that began operations in 2004. They investigate the extent to which nascent employers provide what many think of as quality jobs—those offering health care coverage and a retirement plan. The authors find that because of small scale, constrained resources, and protection from institutional pressures, start-up companies do not provide their employees with either of these proxies for job quality, and their likelihood of offering health or retirement benefits increases only marginally over their first six years of operation. The finding that entrepreneurs' impressive record of job creation is not matched by a similarly impressive outcome with respect to job quality challenges policymakers to ensure that entrepreneurs are encouraged to create quality employment opportunities in the course of creating new businesses.

The Rate of Proprietorship among Metropolitan Areas: The Impact of the Local Economic Environment and Capital Resources

by Paul A. Coomes et.al. **Entrepreneurship: Theory and Practice**, Vol. 37, No. 4, July 2013, p.745, Word Count: 11967.

Legal rules and the economic environment play an important role in the decision to become an entrepreneur. Many studies examine the effect of such institutions at the national or state level. The metropolitan area may be a more appropriate geography to examine, since entrepreneurs often serve a more localized market and there is wide variation in both the environment for and incidence of proprietorship among metropolitan areas. We find that proprietorship increases with home equity, intangible wealth, unemployment, relative earnings of proprietors, and population. It decreases with higher state income tax rates and minimum wages.

The Role of Logos in Building Brand Awareness and Performance: Implications for Entrepreneurs.

by Tulay Girard et.al. **Entrepreneurial Executive**. Vol.18, Annual 2013, p.7, Word Count: 3777.

This conceptual paper develops a model that determines whether: (1) brand/logo awareness; (2) prior consumer shopping experience with a retailer; (3) consumer sentiments of logos, and (4) consumer shopping intentions significantly and positively associated with the performance of the top 100 US retailers. The performance measurements include retailer revenues, profits, number of stores, number of employees, sales per employee, and earnings per share. Brand awareness based on logo is measured by determining which of the top 100 US retailer logos are recalled by the respondents correctly without any aid. The significance and implications of this study for entrepreneurs are discussed.

Smooth Criminals

by John Patrick Pullen. **Entrepreneur**, February 2013, Vol. 41, Iss. 2, p. 50- (4pgs.)

The article looks at improving a small business's security measures to protect against cyber crime and computer hacking. Topics include the importance of encrypting data, securing hardware by locking computers to desks and installing tracking software on hardware elements, and password-protecting wireless Internet networks or eschewing them entirely. Anti-malware and anti-virus software, employee computer security education, and hiring security professionals are also suggested.

Social Entrepreneurs as Institutionally Embedded Entrepreneurs: Toward a New Model of Social Entrepreneurship Education

by Anne-Claire Pache and Imran Chowdhury. **Academy of Management Learning & Education**. September 2012, Vol. 11 Iss. 3, p. 494- (17pgs.)

Building upon recent developments in entrepreneurship education, we propose a novel framework for social entrepreneurship education founded upon a conception of social entrepreneurs as entrepreneurs embedded in competing institutional logics. Our model, in addition to teaching students "about" social entrepreneurship to allow them to acquire the knowledge and expertise required to successfully engage in social entrepreneurial activities, proposes to educate students "for" social entrepreneurship, by allowing them to acquire the skill of bridging three distinct and sometimes competing institutional logics: the social-welfare logic, the commercial logic, and the public-sector logic. To achieve this goal, we propose that social entrepreneurship education needs to make students aware of these different logics, to allow them to enact these competing logics and to enable them to combine logics when necessary to create innovative hybrid strategies. We explore how this overall strategy can be achieved by highlighting how various pedagogical tools can be adapted to contribute to each step.

Social Entrepreneurship: From Definition to Performance Measurement

by Semra F. Ascigil. **American Journal of Entrepreneurship**, Vol.5, No.1, June 2012, 26- (10pgs.)

This article explores how performance evaluation of social entrepreneurs can be improved by comparing the concept with commercial entrepreneurship and not-for-profit organizations. Towards this objective collective efficacy and social capital concepts are discussed in their relevance and capacity to evaluate performance in attaining social missions. Collective efficacy indicates what members of a community will do with their knowledge. It is measured through two dimensions; social cohesion and informal controls. Social capital indicates the nature and the quality of relations as well as shared perceptions with the community. It is underlined that the improvements achieved in evaluations will contribute to fostering social entrepreneurship by maintaining its legitimacy. The final suggestion is the need to learn from other disciplines mainly from public administration.

Why the Lean Start-Up Changes Everything

by Steve Blank. **Harvard Business Review**, May 2013, Vol. 91, Iss. 5, p.63- (9pgs.)

In the past few years, a new methodology for launching companies, called "the lean start-up," has begun to replace the old regimen. Traditionally, a venture's founders would write a business plan, complete with a five-year forecast, use it to raise money, and then go into "stealth mode" to develop their offerings, all without getting much feedback from the people they intended to sell to. Lean start-ups, in contrast, begin by searching for a business model. They test, revise, and discard hypotheses, continually gathering customer feedback and rapidly iterating on and reengineering their products. This strategy greatly reduces the chances that start-ups will spend a lot of time and money launching products that no one actually will pay for. Blank, a consulting associate professor at Stanford, is one of the architects of the lean start-up movement and has seen this approach help businesses get off the ground quickly and successfully. He believes that if it's widely adopted, it would reduce the incidence of start-up failure. In combination with other trends, such as open source software and the democratization of venture financing, it could ignite a new, more entrepreneurial economy. There are numerous indicators that the approach is catching on: Business schools and universities are incorporating lean start-up principles into their curricula. Even more interesting, large companies like GE are applying them to internal innovation initiatives.

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Entrepreneurs: The Next Generation

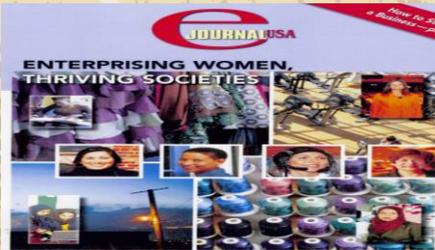
19 October 2012

available at <http://goo.gl/z8xaIV>

This publication highlights a world of opportunities (and challenges) that waits to be explored by the next generation of entrepreneurs. You can be among them. It also discusses — and debunks — persistent myths about entrepreneurship and offers a set of questions you need to ask before you strike out on your own.



Enterprising Women, Thriving Society



1 March 2012

available at <http://goo.gl/19u94>

This publication cites the experiences of businesswomen around the world and features successful women entrepreneurs who can serve as role models. It encourages women to pursue their entrepreneurial ambitions and also identify barriers and best practices to

overcome them.

IIP Digital | Pamphlets

Crowdfunding: The Power of People

http://photos.state.gov/libraries/amgov/133183/english/P_Crowdfunding_Power_of_People_01082013.pdf

IIP Digital, January 2013, - 2 pages

Doing Well by Doing Good

http://photos.state.gov/libraries/amgov/133183/english/1307_Doing_Well_by_Doing_Good_English.pdf

IIP Digital, July 2013, - 2 pages

Growing Your Business: Steps to Success

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IIP Digital, March 2013, 3 pages

Using Social Media to Grow Your Business

http://photos.state.gov/libraries/amgov/133183/english/1303_Business_Beginnings_UsingSocialMedia_English.pdf

IIP Digital, March 2013, 2 pages

Reports

The Entrepreneurship Gender Gap: Women Entrepreneurs as Economic Drivers. Ewing

by Lesa Mitchell. **Marion Kauffman Foundation**, September 28, 2011.

Women who are capable of starting growth companies that serve global markets may be the nation's secret weapon for achieving sustained economic growth. Research shows that startup companies - particularly high-growth startups - are the most fruitful source of new U.S. jobs and offer the economy's best hope for recovery. However, despite the fact that about 46 percent of the workforce and more than 50 percent of college students are female, and that women have risen to top positions in corporate and university hierarchies, they represent only about 35 percent of startup business owners. Their firms also tend to experience less growth and prosperity than do firms started by men. The paper explores the reasons behind lower business startup rates among women and proposes actions that would help to realize the promise of female entrepreneurs in escalating the economy.

[http://www.kauffman.org/uploadedFiles/Growing the Economy Women Entrepreneurs.pdf](http://www.kauffman.org/uploadedFiles/Growing_the_Economy_Women_Entrepreneurs.pdf) [PDF format, 15 pages]

[http://www.kauffman.org/uploadedFiles/Gender Gap Infographics.pdf](http://www.kauffman.org/uploadedFiles/Gender_Gap_Infographics.pdf) Infographic [PDF format, 1 page]

Job Creation on a Budget: How Regional Industry Clusters Can Add Jobs, Bolster Entrepreneurship, and Spark Innovation

by Mark Muro and Kenan Fikri. **Brookings Institution**, January 19, 2011.

The best way to create more jobs in a state is to grow them at home, rather than poach them from elsewhere: Some 95 percent of all job gains in a year in an average state come from the expansion of existing businesses or the birth of new establishments. However, the usual recipe of tax credits, R&D, training programs, and physical infrastructure is not sufficient, by itself, to spur such "organic" job creation. States also need to cultivate their industry clusters, geographic concentrations of interconnected firms and supporting organizations. Properly designed, cluster strategies are a low-cost way to stimulate innovation, new-firm start-ups, and job creation by helping to link and align the many factors that influence firm and regional growth, according to the report.

http://www.brookings.edu/~media/Files/rc/papers/2011/0119_clusters_muro/0119_clusters_muro.pdf

Restoring U.S. Competitiveness: Creating Jobs and Unleashing the Potential of Small Businesses through Technology and Innovation.

Center for Public Policy Innovation, February 2012.

The report identifies key issues and outlines several important policy and regulatory changes impacting the nation's start-ups and other small businesses. The report follows CPPI's December 8th Public Policy Forum, which was co-sponsored by the Digital Dialogue Forum (DDF) with support from Dell Inc., Qualcomm and Intuit. CPPI's event brought leading industry, academic, and government stakeholders together to explore policy changes that would facilitate small business growth by increasing access to capital, technology and global markets.

http://www.cppionline.org/images/CPPI_2012_FINAL.pdf [PDF format, 12 pages, 278.36 KB].

Transformative Times: New Opportunities for Business in an Era of Upheaval.

Knowledge @ Wharton. January 3, 2012.

In the 20 articles that make up this special report, students from the Joseph H. Lauder Institute of Management & International Studies explore the many ways that the business community has responded to changes in our global economy. They look at individual companies and industry trends, and analyze how startups as well as established firms are taking advantage of transformative events around the world.

http://knowledge.wharton.upenn.edu/papers/download/012012_Lauder-Report-Transformative-Times.pdf [PDF format, 89 pages, 1 MB]

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Webliography

Acumen Fund

<http://www.acumenfund.org/>

The Fund supports entrepreneurial approaches to solving global poverty by providing a blueprint for building financially sustainable and scalable organizations that deliver affordable, critical goods and services to the poor.

Astia

<http://astia.org/>

Astia promotes women's entrepreneurship in high-growth businesses, including high-tech and biotechnology and offers programs for high-growth start-ups that deliver results.

Center for Responsible Business - University of California, Berkeley

<http://www.haas.berkeley.edu/responsiblebusiness/>

The Center for Responsible Business creates a more sustainable, ethical and socially responsible society through research, teaching, experiential learning, and community outreach in areas of corporate social responsibility.

CERES: network for change

<http://www.ceres.org/>

Ceres mobilizes a powerful network of investors, companies and public interest groups to accelerate and expand the adoption of sustainable business practices and solutions to build a healthy global economy.

CorpWatch

<http://www.corpwatch.org/>

CorpWatch counters corporate-led globalization through education, network building and activism and fosters democratic control over corporations by building grassroots globalization.

Entrepreneurship.org

<http://www.entrepreneurship.org>

The website provides information about all aspects of starting and growing a business.

eWomenNetwork

<http://new.ewomennetwork.com/>

eWomenNetwork, Inc. helps women entrepreneurs, business owners and corporate professionals to acquire more clients and customers, market and promote who they are and what they offer and access important resources, influential business leaders, game-changing ideas and unique opportunities

Global Entrepreneurship Week November 18-24, 2013

<http://www.gewusa.org/>

Each November, Global Entrepreneurship Week connects young people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Students, educators, entrepreneurs, business leaders, employees, non-profit leaders, government officials and many others participated in a range of activities, from online to face-to-face, and from large-scale competitions and events to intimate networking gatherings.

Inc.com

http://www.inc.com/guides/start_biz

The site offers advice on identifying a market need, writing a business plan, and setting up a new venture.

The Institute for Social Entrepreneurs

<http://www.socialent.org/>

The Institute provides seminars, workshops and consulting services for social entrepreneurs in the United States and around the world.

National Association of Women Business Owners (NAWBO)

<http://www.nawbo.org/>

NAWBO offers information and educational resources to women business owners across all industries.

Path Forward Center

<http://www.pathforwardcenter.org/>

The Center's focus is on helping women start and grow their Business beyond one, create jobs, increase opportunities, improve communities, and change the world.

Social Enterprise Initiative at Harvard Business School

<http://www.hbs.edu/socialenterprise/>

Educates leaders by integrating social enterprise-related research, teaching and activities.

U.S. Chamber of Commerce - Business Civic Leadership Center (BCLC)

<http://bclc.uschamber.com/>

BCLC is a resource and voice for businesses and their social and philanthropic interests. BCLC works with leaders from the business, government, and nonprofit sectors to address and act on shared goals.

The U.S. Small Business Administration (SBA)

<http://archive.sba.gov/>

SBA was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation.

Women 2.0

<http://www.women2.org/>

An information and networking website that provides help in launching innovative ventures.

Women Home Business

<http://www.womenhomebusiness.com/>

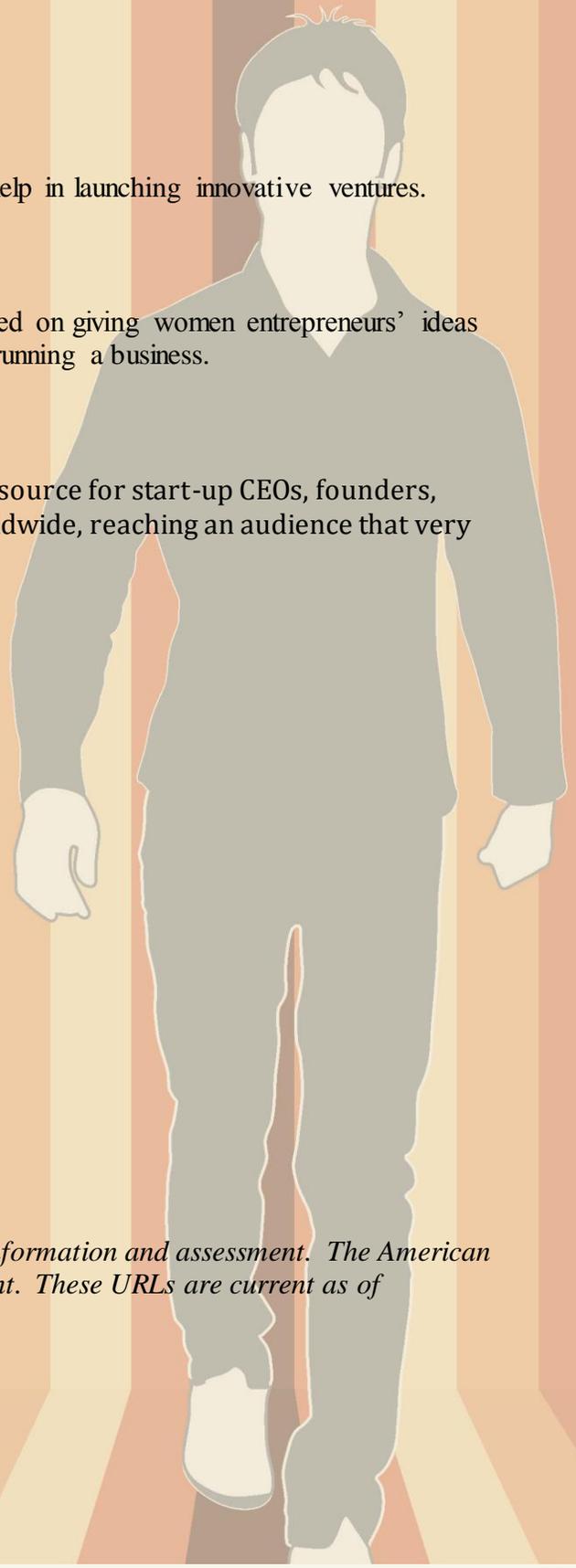
The web site presents relevant and timely articles focused on giving women entrepreneurs' ideas of how best to deal with the challenges of starting and running a business.

YoungEntrepreneur.com

<http://www.youngentrepreneur.com/>

YoungEntrepreneur.com has become a must visit resource for start-up CEOs, founders, aspiring entrepreneurs, mentors and investors worldwide, reaching an audience that very few can match.

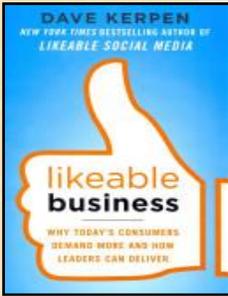
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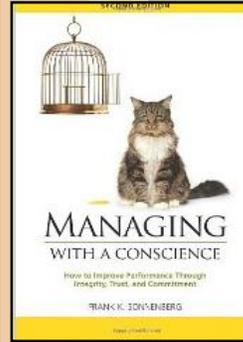
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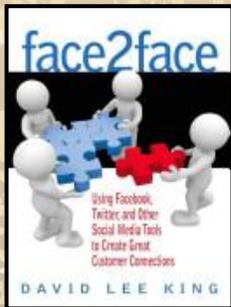
Likeable business : why today's consumers demand more and how leaders can deliver

by Dave Kerpen.
McGraw-Hill, c2013.



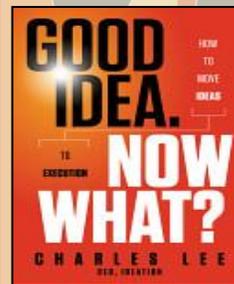
Managing with a conscience : how to improve Performance through integrity, trust, and commitment

by Frank K. Sonnenberg.
CreateSpace, c2012.



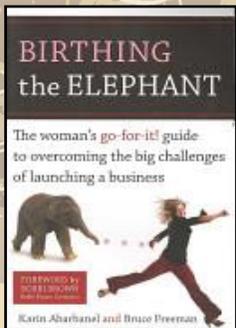
Face2Face : Using Facebook, Twitter, and other social media tools to create great customer connections

by David Lee King.
Information Today, Inc., c2012.



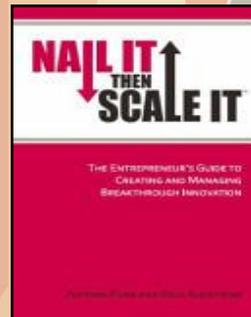
Good idea, now what? : How to move ideas to execution

by Charles T. Lee.
Wiley, 2012.



Birthing The Elephant : The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching A Business

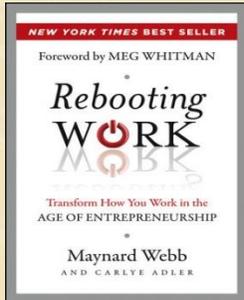
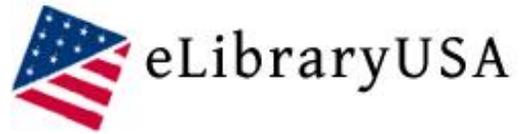
by Karin Abarbanel and Bruce Freeman.
Ten Speed Press, c 2008.



Nail It Then Scale It : the Entrepreneur's Guide to Creating and Managing Breakthrough Innovation

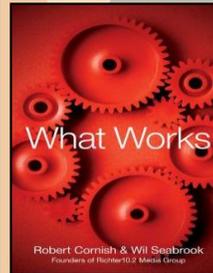
by Nathan Furr and Paul Ahlstrom. NISI Institute, c2011.

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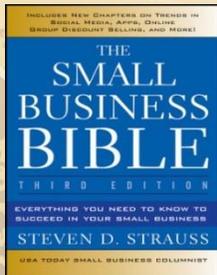
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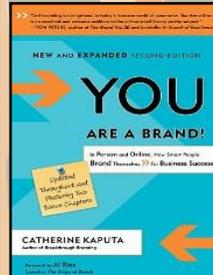
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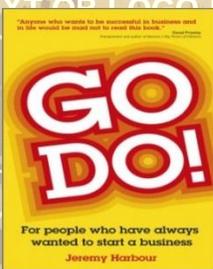
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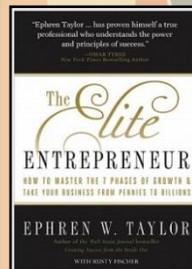
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