



Entrepreneurship: Successfully Launching New Ventures (5th Edition)

By Bruce R. Barringer, R. Duane Ireland

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Entrepreneurship: Successfully Launching New Ventures (5th Edition) By Bruce R. Barringer, R. Duane Ireland Bibliography

- Sales Rank: #155311 in Books
- Published on: 2015-02-14

- Original language: English
- Number of items: 1
- Dimensions: 10.80" h x 1.20" w x 8.70" l, 3.00 pounds
- Binding: Hardcover
- 592 pages

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Editorial Review

About the Author

Bruce R. Barringer holds the Johnny D. Pope Entrepreneurship Chair in the Department of Entrepreneurship at Oklahoma State University. He earned his PhD from the University of Missouri and his MBA from Iowa State University. His research interests include feasibility analysis, firm growth, corporate entrepreneurship, and the impact of interorganizational relationships on business organizations. Over the years, he has worked with a number of technology-based incubators and student-led entrepreneurship activities and clubs. He serves on the editorial review board of *Entrepreneurship Theory and Practice* and *Journal of Small Business Management*. His work has been published in *Strategic Management Journal*, *Journal of Management*, *Journal of Business Venturing*, *Journal of Small Business Management*, *Journal of Developmental Entrepreneurship*, and *Quality Management Journal*. Bruce's outside interests include running, trail biking, and swimming.

Ireland R. Duane is a University Distinguished Professor and holds the Conn Chair in New Ventures Leadership in the Mays Business School, Texas A&M University. Previously, he served on the faculties at University of Richmond, Baylor University, and Oklahoma State University. His research interests include strategic entrepreneurship, corporate entrepreneurship, strategic alliances, and effectively managing organizational resources. Duane's research has been published in journals such as *Academy of Management Journal*, *Academy of Management Review*, *Academy of Management Executive*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Journal of Management*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, and *Strategic Entrepreneurship Journal* among others. He is a co-author of both scholarly books and textbooks, including best-selling strategic management texts. Along with Dr. Mike Morris (Syracuse University), Duane serves as a co-editor for the Prentice Hall Entrepreneurship Series. These books offer in-depth treatments of specific entrepreneurship topics, such as *Business Plans for Entrepreneurs* (authored by Bruce Barringer). Duane has served or is serving on the editorial review boards for a number of journals, including *AMJ*, *AMR*, *AME*, *JOM*, *JBV*, and *ETP*. He just completed a term as Editor for *AMJ*. He has completed terms as an associate editor for *AME* and as a consulting editor for *ETP* and has served as a guest co-editor for special issues of a number of journals including *AMR*, *AME*, and *SMJ*. He is a Fellow of the Academy of Management and a Fellow of the Strategic Management Society. He is the current Vice President and Program Chair for the Academy of Management. He is the recipient of both teaching and research awards. Duane's outside interests include running, reading, listening to a variety of music, and playing with his grandson.

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