

BRIEF CONTENTS

PART I

The Founder 1

- 1 The Global Entrepreneurial Revolution for a Flatter World 3
- 2 The Entrepreneurial Mind: Crafting a Personal Entrepreneurial Strategy 35

PART II

The Opportunity 85

- 3 The Entrepreneurial Process 87
- 4 Clean Commerce Is an Opportunity
Sea Change 111
- 5 The Opportunity: Creating, Shaping,
Recognizing, Seizing 129
- 6 Screening Venture Opportunities 165
- 7 Opportunities for Social Entrepreneurship 223
- 8 The Business Plan 245

PART III

The Founder and Team 277

- 9 The Entrepreneurial Leader and the Team 279
- 10 Ethical Decision Making and the Entrepreneur 315

PART IV

Financing Entrepreneurial Ventures 333

- 11 Resource Requirements 335
- 12 Franchising 353
- 13 Entrepreneurial Finance 375
- 14 Obtaining Venture and Growth Capital 395
- 15 The Deal: Valuation, Structure,
and Negotiation 433
- 16 Obtaining Debt Capital 453

PART V

Start-up and Beyond 491

- 17 Leading Rapid Growth, Crises, and Recovery 493
- 18 The Family as Entrepreneur 525
- 19 The Harvest and Beyond 559

Index 579