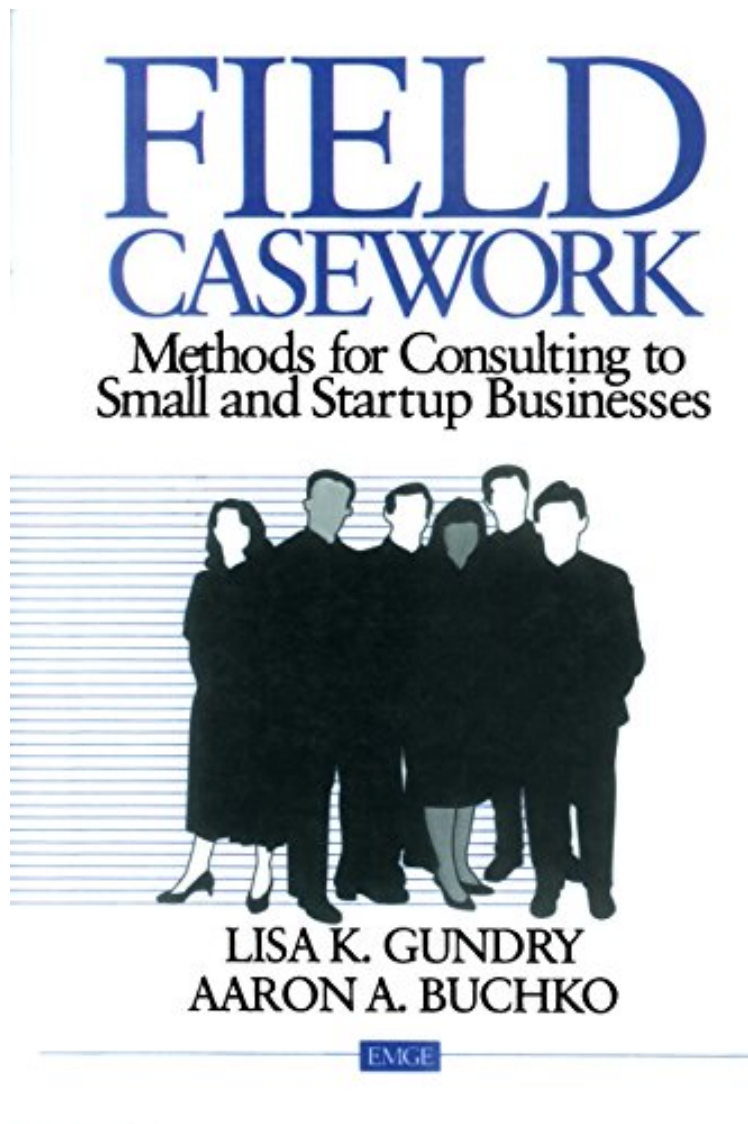


(Download pdf) Field Casework: Methods for Consulting to Small and Startup Businesses (Entrepreneurship the Management of Growing Enterprises)

Field Casework: Methods for Consulting to Small and Startup Businesses (Entrepreneurship the Management of Growing Enterprises)

Lisa K. Gundry, Aaron Buckho
*ebooks | Download PDF | *ePub | DOC | audiobook*



 Download

 Read Online

#1417433 in eBooks 1996-02-06 2015-07-21 File Name: B012AX52T8 | File size: 19.Mb

Lisa K. Gundry, Aaron Buckho : Field Casework: Methods for Consulting to Small and Startup Businesses (Entrepreneurship the Management of Growing Enterprises) before purchasing it in order to gage whether or not it would be worth my time, and all praised Field Casework: Methods for Consulting to Small and Startup Businesses (Entrepreneurship the Management of Growing Enterprises):

0 of 0 people found the following review helpful. bought for a class I'm taking - kind of boring, a little basic but it's a textbook
By Mom of 4 bought for a class I'm taking - kind of boring, a little basic but it's a textbook, what do you expect?
0 of 0 people found the following review helpful. for class
By Andrea I bought this for my business consulting class this semester. Its an okay book with useful research processes. I would not buy again.

For those engaging in fieldwork in a business setting, this invaluable book offers guidance and support from the initial project assignment and client meeting to the closing presentation and exit meeting. Practical advice is provided throughout the consulting process with chapters devoted to establishing client relationships, conducting information searches, maintaining a cohesive student-consulting team and developing recommendations for the client business.

About the Author
Lisa Gundry is Professor of Management in the Charles H. Kellstadt Graduate School of Business at DePaul University, where she teaches courses in Creativity in Business, Entrepreneurship New Venture Management, and Entrepreneurship Strategy. She is Director of the Leo V. Ryan Center for Creativity and Innovation at DePaul. The Center offers programs on creative discovery and business innovation to the academic and business communities. Dr. Gundry was awarded the Innovation in Business Education Award in 1997, by the American Assembly of Collegiate Schools of Business (AACSB) Mid-Continent East Association. She has also received the DePaul University Excellence in Teaching Award. Her most recent book is entitled, Breakthrough Teams for Breakneck Times: Unlocking the Genius of Creative Collaboration (Dearborn Pub: 2001, with L. LaMantia). She is also co-author of Blueprints for Innovation, with Charles W. Prather, 1995, Amacom, and Field Casework: Methods for Consulting to Small and Start-up Businesses, (Sage with A. Buchko, 1996). Dr. Gundry has published numerous articles in journals including, Journal of Business Venturing, Journal of Management, Journal of Business Ethics, Human Relations, Journal of Small Business Management, IEEE Transactions on Engineering Management, International Journal of Entrepreneurship and Innovation, Journal of Enterprising Culture, Journal of Developmental Entrepreneurship, and Organizational Dynamics. She conducts research on issues related to innovative processes in organizations, entrepreneurial growth strategies, and creativity in business. Her work has been featured in media such as The Wall St. Journal, Newsweek, Business Week, Chicago Tribune, Crain's Chicago Business.