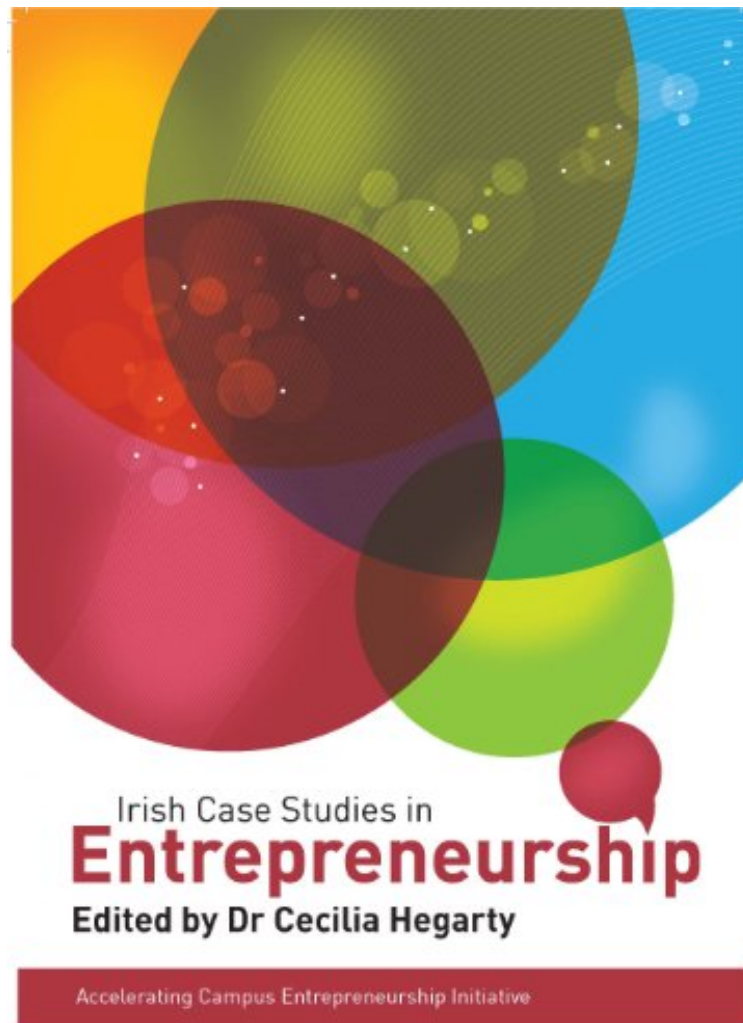


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This casebook provides a range of live case studies that are suitable for use in entrepreneurship education and training. The case studies should be particularly useful in Higher Education Institutions in Ireland and in the international context. These case studies can be employed to enhance the students' practical understanding of the theory of the entrepreneurship process and new venture development. The cases are related to the enterprise issues faced by organisations and individuals from diverse industry sectors. The publication includes teaching material from the social enterprise sector to high technology start-ups, to graduate businesses. The cases are written by staff at the teaching

interface, by recent graduates, and by experts and mentors involved with growing commercially-viable ventures.

About the AuthorThe Accelerating Campus Entrepreneurship (ACE) Initiative is a joint collaboration of Blanchardstown Institute of Technology, Cork Institute of Technology, Institute of Technology Sligo and National University of Ireland Galway and is being led by Dundalk Institute of Technology. This project aims, through a collaborative approach, to create entrepreneurial graduates. The ACE Initiative has evolved from a growing perception that the traditional approaches to teaching entrepreneurship are not suited to the challenge of creating the entrepreneurial graduate. This book, which deals with both commercially- and socially-oriented cases is one of a number of valuable outputs of the ACE Consortia.