

## Authors' Preface

The present work has been written in co-operation with UNESCO-CEPES, which has provided a multi-national platform for a much-needed European entrepreneurship textbook, the purpose of which is to give a systematic, overall view of the fundamental areas of managing the start-up of young enterprises and their growth. Since there are also entrepreneurial challenges to be met as a new enterprise develops and grows, the discussion regarding the growth of enterprises is particularly close to our hearts, although we are aware that not all young enterprises want or are able to grow to the same degree. Because of this extended focus on the entrepreneurial growth of existing enterprises we have also included a number of examples of entrepreneurial activity in what are now large, multi-national corporations such as *Google Inc.* or *Apple Inc.* However, firms like this may still follow an entrepreneurial mindset, e.g., in the form of intrapreneurship, that is entrepreneurial behaviour within established firms. Moreover, these examples show that we have not exclusively relied on European enterprises; instead, where examples have been used for illustration, we have preferred to employ enterprise cases with which readers will be the most familiar.

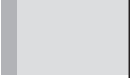
The book is aimed at students and teachers in the field of entrepreneurship studies at universities and other institutions of higher education, with one core target group comprising of students of bachelor's and master's courses in all fields of study, while another target group includes founders and managers of growth enterprises. It is thus designed to assist in their studies both those who have already been trained in business management as well as newcomers to this field. It is important to us that entrepreneurial education should rank highly in the lives of people. As regards the teaching of entrepreneurship, we follow a Chinese proverb which says:

*"If you plan for a year, sow rice, if you plan for a decade, plant trees, if you plan for a lifetime, teach people."*

We thank Stephanie Diergardt, Kathrin Lambrich, Tatsiana Varabei and Anna Weigandt for their helpful assistance in proof-reading the book and Miriam Thielemann and Eric Gilder for their indispensable help in English-language editing. We would also like to express our gratitude to Christiane Stüttgen and Sean Patrick Saßmannshausen who have provided their teaching material and expertise to better develop the added chapters for this English edition. Our thanks also go to UNESCO and UNESCO-CEPES as well as to the publisher, who continuously supported the creation of the book with patience and co-operation.

We wish all our readers success when working through this text and hope that our discussion of the theoretical concept of entrepreneurship and individual practical examples provided of young, growing enterprises will make their reading pleasurable and contribute to their fuller understanding of its meaning and application.

Such a work, however, never seems to be completed and we are thus involved in a continuous process of making future editions of this textbook better.



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We therefore wholeheartedly welcome suggestions for improvement, from students and lecturers as well as from entrepreneurs and business managers. In particular, we invite readers from Eastern and Western Europe to join us in a rich, full discussion about the evolution of entrepreneurship across the continent.

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