



# New Venture Creation: A Framework for Entrepreneurial Start-Ups

By Paul Burns



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This book dispels the myth that entrepreneurship cannot be taught, by breaking down the business start-up process into a seven-stage New Venture Creation Framework. Step-by-step, chapter-by-chapter, it guides you through the whole process of planning for a new venture - from generating an idea, through developing the business model, and raising finance. It combines practical advice from entrepreneurs with academic research and theory.

Features include:

- Quotes from entrepreneurs – provide both inspiration and practical tips on how to create a new venture.
- Case insights – over 70 cases from around the globe illustrate how a range of organizations have tackled issues in the real world.
- Academic insights – these provide coverage of recent research and theoretical underpinning in a digestible form.
- The New Venture Framework Exercises featured at the end of each chapter progressively build a comprehensive business plan.

*New Venture Creation* is both inspirational and practical, and will equip budding entrepreneurs with all the tools they need to undertake a successful new venture.

Paul Burns is a Professor of Entrepreneurship and former Dean of the University of Bedfordshire Business School. He has previously held posts as Professor of Small Business Development at Cranfield School of Management and at Warwick University Business School, where he set up the first Small Business Unit. Over his forty year career, he has been an academic, an accountant and an entrepreneur, giving him unrivalled academic and practical insight into the entrepreneurial practice.

[www.palgrave.com/companion/burns-new-venture-creation](http://www.palgrave.com/companion/burns-new-venture-creation) offers video interviews with the author, New Venture Creation framework exercises, chapter quizzes and much more.

*'Bound to become the go-to-guide when it comes to new venture creation. For students and practitioners alike, this is a must read.'* - Philip Kappen, Copenhagen Business School

*'Paul Burns has a distinguished track record in producing well-informed, practical and engaging texts on new ventures. His success stems from an ability to capture the true essence of entrepreneurship.'* - David Storey, University of Sussex

*'This book provides a detailed, in-depth overview of the new venture creation process through an approach which encompasses both practical and theoretical issues. The range and depth of discussion on the challenges of starting up is bound to ensure that this book becomes a core text for new venture creation modules.'* - Richard Tunstall, University of Leeds

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#### Review

"This is a very comprehensive book covering most interesting topics in venture creation. The Academic Insights provided throughout the book will help potential entrepreneurs understanding themselves better before starting their ventures. I recommend this book to students and young people who want to be their own boss." - Wilton Chau, Professor of Practice in Entrepreneurship, Centre for Entrepreneurship, the Chinese University of Hong Kong

"Paul Burns clearly knows what he's talking about it and brings a wealth of knowledge and insight to the subjects of new venture creation and business planning. This text bridges theory and practice well and will be a useful guide to enterprising students and start-up founders." - Gregg Vanourek, Adjunct Instructor, Royal Institute of Technology, and Co-Author, *Triple Crown Leadership*, 2013 International Book Awards Winner

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