



Entrepreneurship: The Practice and Mindset

By Heidi M. Neck, Christopher P. Neck, Emma L. Murray

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From Heidi Neck, one of the most influential thinkers in entrepreneurship education today, Chris Neck, an award-winning professor, and Emma Murray, business consultant and author, comes this ground-breaking new text.

Entrepreneurship: The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments. Based on the world-renowned Babson Entrepreneurship program, this new text emphasizes practice and learning through action. Students learn entrepreneurship by taking small actions and interacting with stakeholders in order to get feedback, experiment, and move ideas forward. Students walk away from this text with the entrepreneurial mindset, skillset, and toolset that can be applied to startups as well as organizations of all kinds. Whether your students have backgrounds in business, liberal arts, engineering, or the sciences, this text will take them on a transformative journey.

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Entrepreneurship: The Practice and Mindset By Heidi M. Neck, Christopher P. Neck, Emma L. Murray **Bibliography**

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Editorial Review

Review

"A very good primer on business startups in the twenty first century. The book is practice oriented, well-written and includes a good overview of the key areas of importance for the budding entrepreneur." --Robert W. Robertson

"I really like the chapter on design thinking; **IT TEACHES STUDENTS HOW TO THINK** (outside the box), to identify an idea and develop it." --Bill Zannini

"It **SPEAKS FRANKLY ABOUT SUBJECTS** in a personal manner that most other textbooks don't address--like worry and fear." --Timothy Ritter

"I think [the coverage of learning from failure] is a welcome change! Students learn so much by hearing strategies of overcoming 'what went wrong' and how to do it right the next time. **I COMMEND THE AUTHORS** for taking this approach and am glad that they included this vital part of the entrepreneurial process." --Amy Gresock

"I think this book is **STRONG, LEADING EDGE VIEW** of modern entrepreneurship. The three chapters I reviewed did a wonderful job of presenting the entrepreneurial mindset, design thinking, and failing forward." --Charlie Nagelschmidt

"I think the greatest strength of the book is that it is **CLEAR YET INSIGHTFUL**. It felt easy to read, while providing deep and important knowledge about entrepreneurship." --Laurent Josien

"Neck takes research and translates it into practical examples. This is a textbook that entrepreneurs will read. Essentially, I see this as the **NEW PERFECT ENTREPRENEURSHIP TEXT**." --Ryan Kauth

"A book on entrepreneurship that is updated, current and relevant to the boomers, gen X, gen Y and the Millennials. It is a playbook, not a dry textbook. Readers can change their lives, perspectives and business models with this work." --Paula A. White

"Only book that is updated and current, reflecting new developments in society in the era of internet/social media." --Ram Kesavan

"Professors (and students) serious about entrepreneurship as a practice will choose this text." --Susan Berston

"This is a good solid basic book that could be helpful to students as they become serious about entrepreneurship. This book isn't full of fluff that isn't useful. It is a book that provides students the opportunity to develop skills that will be useful as they begin to develop as entrepreneurs." --Nancy Kucinski

"A solid, practical approach to entrepreneurship where the authors challenge students to think rather than just memorize for the exams." --Dr. Martin Bressler

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About the Author

Heidi M. Neck, PhD, is a Babson College Professor and the Jeffrey A. Timmons Professor of Entrepreneurial Studies. She has taught entrepreneurship at the undergraduate, MBA and executive levels. Neck is the President of the United States Association of Small Business & Entrepreneurship (USASBE), an academic organization dedicated to the advancement of entrepreneurship education. She is Faculty Director of The Babson Collaborative, a global institutional membership organization for colleges and universities seeking to increase their capability and capacity in entrepreneurship education. Additionally, Neck is Faculty Director

of Babson's Symposia for Entrepreneurship Educators (SEE)? programs designed to further develop faculty from around the world in the art and craft of teaching entrepreneurship and building entrepreneurship programs. Through her leadership she has directly trained over 2,000 educators around the world. An award-winning teacher, Neck has been recognized for teaching excellence at Babson for undergraduate, graduate, and executive education. She has also been recognized by international organizations, the Academy of Management and USASBE, for excellence in pedagogy and course design. Most recently in 2016 The Schulze Foundation awarded her "Entrepreneurship Educator of the Year" for pushing the frontier of entrepreneurship education in higher education.

Her research interests include entrepreneurship education, entrepreneurship inside organizations, and creative thinking. Neck is the lead author of *Teaching Entrepreneurship: A Practice-Based Approach* (Elgar Publishing) a book written to help educators teach entrepreneurship in more experiential and engaging ways. Additionally, she has published 40+ book chapters, research monographs, and refereed articles in such journals as *Journal of Small Business Management*, *Entrepreneurship Theory & Practice*, and *International Journal of Entrepreneurship Education*. She is on the editorial board of the *Academy of Management Learning & Education* journal and is a Forbes blogger on entrepreneurship content.

Neck speaks and teaches internationally on cultivating the entrepreneurial mindset and espousing the positive force of entrepreneurship as a societal change agent. She consults and trains organizations of all sizes on building entrepreneurial capacity. She is the cofounder of VentureBlocks, an entrepreneurship education technology company and co-owner of FlowDog, a canine aquatic fitness and rehabilitation center located just outside of Boston. Heidi earned her PhD in Strategic Management and Entrepreneurship from the University of Colorado at Boulder. She holds a BS in Marketing from Louisiana State University and an MBA from the University of Colorado, Boulder.

Dr. Christopher P. Neck is currently an Associate Professor of Management at Arizona State University, where he held the title "University Master Teacher." From 1994 to 2009, he was part of the Pamplin College of Business faculty at Virginia Tech. He received his PhD in Management from Arizona State University and his MBA from Louisiana State University. Neck is author of the books *Self-Leadership: The Definitive Guide to Personal Excellence* (2016, Sage); *Fit To Lead: The Proven 8-week Solution for Shaping Up Your Body, Your Mind, and Your Career* (2004, St. Martin's Press; 2012, Carpenter's Sons Publishing); *Mastering Self-Leadership: Empowering Yourself for Personal Excellence, 6th edition* (2013, Pearson); *The Wisdom of Solomon at Work* (2001, Berrett-Koehler); *For Team Members Only: Making Your Workplace Team Productive and Hassle-Free* (1997, Amacom Books); and *Medicine for the Mind: Healing Words to Help You Soar, 4th Edition* (Wiley, 2012). Neck is also the coauthor of the principles of management textbook, *Management: A Balanced Approach to the 21st Century* (Wiley 2013; 2017, 2nd Edition); the upcoming introductory to entrepreneurship textbook, *Entrepreneurship*, (Sage, 2017); and the introductory to organizational behavior textbook, *Organizational Behavior* (Sage, 2016).

Dr. Neck's research specialties include employee/executive fitness, self-leadership, leadership, group decision-making processes, and self-managing teams. He has over 100 publications in the form of books, chapters, and articles in various journals. Some of the outlets in which Neck's work has appeared include *Organizational Behavior and Human Decision Processes*, *The Journal of Organizational Behavior*, *The Academy of Management Executive*, *Journal of Applied Behavioral Science*, *The Journal of Managerial Psychology*, *Executive Excellence*, *Human Relations*, *Human Resource Development Quarterly*, *Journal of Leadership Studies*, *Educational Leadership*, and *The Commercial Law Journal*.

Due to Neck's expertise in management, he has been cited in numerous national publications, including *The Washington Post*, *The Wall Street Journal*, *The Los Angeles Times*, *The Houston Chronicle*, and the *Chicago Tribune*. Additionally, each semester Neck teaches an introductory management course to a single class of anywhere from 500 to 1,000 students.

Dr. Neck was the recipient of the 2007 Business Week Favorite Professor Award." He is featured on www.businessweek.com as one of the approximately twenty professors from across the world receiving this award.

Neck currently teaches a mega section of Management Principles to approximately 500 students at Arizona State University. Neck received the Order of Omega Outstanding Teaching Award for 2012. This award is awarded to one professor at Arizona State by the Alpha Lambda Chapter of this leadership fraternity. His class sizes at Virginia Tech filled rooms up to 2,500 students. He received numerous teaching awards during his tenure at Virginia Tech, including the 2002 Wine Award for Teaching Excellence. Also, Neck was the ten-time winner (1996, 1998, 2000, 2002, 2004, 2005, 2006, 2007, 2008, and 2009) of the "Students' Choice Teacher of The Year Award" (voted by the students for the best teacher of the year within the entire university). Also, some of the organizations that have participated in Neck's management development training include GE/Toshiba, Busch Gardens, Clark Construction, the United States Army, Crestar, American Family Insurance, Sales and Marketing Executives International, American Airlines, American Electric Power, W. L. Gore & Associates, Dillard's Department Stores, and Prudential Life Insurance. Neck is also an avid runner. He has completed 12 marathons, including the Boston Marathon, the New York City Marathon, and the San Diego Marathon. In fact, his personal record for a single long distance run is a 40-mile run.

Emma L. Murray completed a Bachelor of Arts degree in English and Spanish at University College Dublin (UCD) in County Dublin, Ireland. This was followed by a Higher Diploma (Hdip) in business studies and information technology at the Michael Smurfit Graduate School of Business in County Dublin, Ireland. Following her studies, Emma spent nearly a decade in investment banking before becoming a full-time writer and author.

As a writer, Emma has worked on numerous texts, including business and economics, self-help, and psychology. Within the field of higher education, Emma worked with Dr. Christopher P. Neck and Dr. Jeffery D. Houghton on *Management* (Wiley 2013); and is the coauthor of the principles of management textbook *Management: A Balanced Approach to the 21st Century* (Wiley 2013, 2017-2nd Edition) and the coauthor of *Organizational Behavior* (Sage 2017).

She is the author of *The Unauthorized Guide to Doing Business the Alan Sugar Way* (2010, Wiley-Capstone); and the lead author of *How to Succeed as a Freelancer in Publishing* (2010, How To Books). She lives in London..

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