

Chapter 1

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Challenging the unknown

Perspective



Creation of business

Seeking opportiunities

Taking risks beyond security

Having the tenecity to push an idea

The environmen for entrepreneurship

Entrepreneurial Economy

Leathership

managment
innovation
Job creation
productivity
competitiveness
Formation of new industry

Predominance of new venture in the economy

Effort to start a firm

Incorporation of firm

Change in net tax returnfield

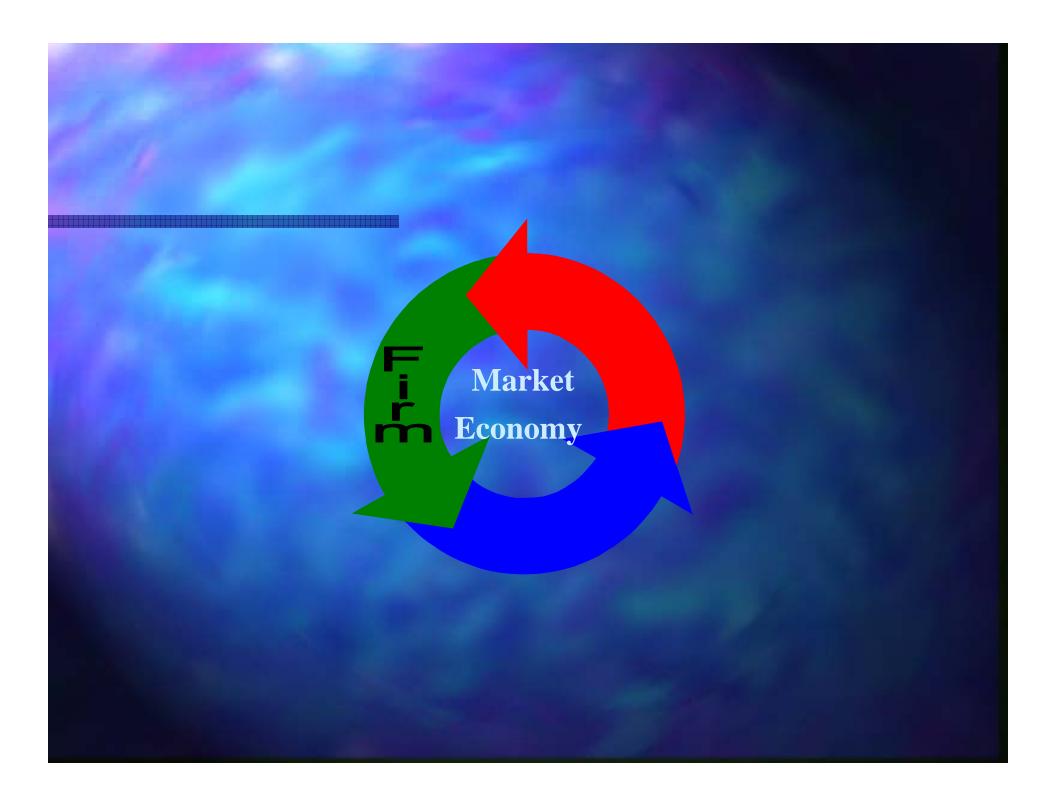
Substantial amount of selfemployment

Entrepreneurial Firm's Impact

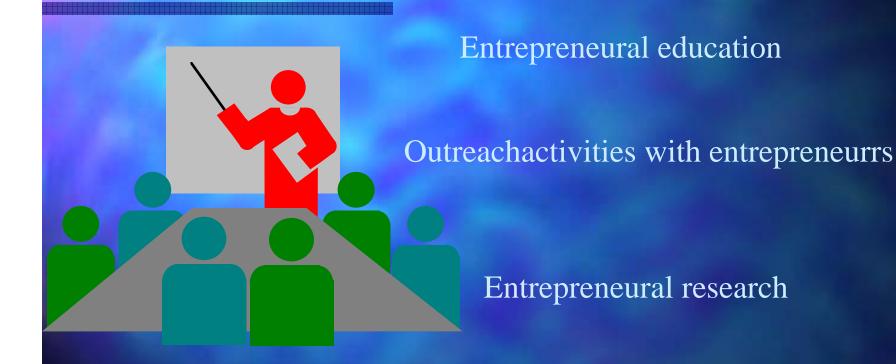
Downsized, restructured and reinvent -

Transforming-

Many stablished by woman - minorities and immigrant



Trend in research and education



Gazels

innovation growth survival

Internet and E-Commerce



E-mail Advertising Cunsumer sales Business to business transaction Private internal network for employ

Advantages

and

disadvantages

The web adress

Developing the website

E-Commerce Strategies

Presence

Penetration

Profitability

