



METADATA

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Abstract

The main objective of the book "Entrepreneurship and Development" is to introduce the basic issues concerning entrepreneurship, the ways and the related entrepreneurial actions. More specifically, this book attempts to provide a comprehensive overview of the concept, the basic elements of entrepreneurship and the main activities of entrepreneurship, to develop the different types-forms of entrepreneurship, as well as the modern literature review on the theory of entrepreneurship and development. Furthermore, the aim of this textbook is to analyze the business environment and the processes and techniques of organizing, operating and managing a business (management), as well as the preparation of a business

plan and a viability study. Finally, it examines the main axes that shape the course and development of the enterprise, the results and the socio-economic impact of entrepreneurship, with particular reference to relevant case studies and best practices in the EU and Greece. The expected outcomes of the book are: - The key points, characteristics and objectives for the development of entrepreneurship - The framework of entrepreneurship - The main forms of entrepreneurship - The most important issues for the effectiveness of entrepreneurship - The theory and importance of entrepreneurship - The importance of entrepreneurship - The framework and importance of entrepreneurship and business

