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Entrepreneurship the art science and process for success

Charles Bamford is the Managing Partner at Bamford Associates, a strategy consulting firm that focuses on designing and implementing competitive advantages. He has worked firms and Fortune 100 companies, helping them increase returns by aligning employee efforts with their real strategy. Not-for-Profit organizations have also benefited from his approach, experiencing significant increases in donations. Before pursuing his Ph.D., Dr. Bamford led M&A and corporate training groups for twelve years. He is a prolific author, having written books such as "The Strategy Mindset" and market-leading textbooks on strategy and entrepreneurship. Chuck is a sought-after speaker at conferences, trade shows, and corporate events. He has also published 18 research articles in top-tier academic journals. Dr. Bamford is an adjunct Professor of Strategy at the University, having taught at universities in Scotland, Hungary, and the Czech Republic. He holds teaching excellence awards, including Executive MBA Professor of the Year Awards, and is a Noble Foundation Fellow. Garry Bruton is a professor of entrepreneurship and strategy at Texas Christian University. He earned his Ph.D. from Oklahoma State University after working as a bank economist. Dr. Bruton has published over 100 academic articles and serves as an Associate Editor of the Strategic Entrepreneurship Journal. His research focuses on entrepreneurship and national business plan competitions. Entrepreneurship: A Comprehensive Approach to Success The book "Entrepreneurship: The Art, Science, and Process for Success" offers a unique approach to starting and running an entrepreneurial venture. It emphasizes three core principles: the art of turning a venture into success, the science of practice as the foundation of entrepreneurship, and the process that ties these areas together. Through its adaptive learning tools, students learn the key concepts of designing, starting, and managing a small business. The book's real-world approach places students in various roles, such as financial analyst, marketer, and business owner, to develop their critical thinking skills and create a comprehensive business plan. The authors' innovative approach builds on these principles throughout the book, culminating in a fully crafted business plan by the end of the course. Dr. Bamford's Approach to Entrepreneurial Success A comprehensive approach to turning entrepreneurial ventures into successes, this program focuses on the adaptive learning tools that design, start, and manage small businesses. Through a real-world approach, students take on roles such as financial analyst, marketer, and business owner, developing their plans to thrive in an ever-changing business environment. Expert Insights from Dr. Bamford Dr. Chuck Bamford is a renowned expert with extensive experience in strategy consulting, having worked with VC-backed firms and Fortune 100 companies. His approach has been instrumental in increasing returns for organizations and not-for-profits alike. With a strong background in academia, he has authored several books, including "The Strategy Mindset" and marketleading textbooks. He is also the former president of the Asia Academy of Management, with research interests centered on entrepreneurship and strategy in emerging economies. Garry has received several teaching and research awards at each institution he has worked with. Furthermore, he has guided numerous MBA teams to success in regional and national business plan competitions and case analysis events.

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