Kuenyehia on Entrepreneurship: A Textbook of Contemporary Ghanaian Entrepreneurship (Paperback)

By Elikem Nutifafa Kuenyehia

Flipped Eye Publishing Limited, United Kingdom, 2012. Paperback. Condition: New. Ghanaian ed. Language: English . Brand New Book ***** Print on Demand *****. Kuenyehia on Entrepreneurship is a ground-breaking resource for students of Entrepreneurship, focusing on local content from Ghana, one of the World s fastest growing economies. Part textbook, part reference book for enthusiasts of entrepreneurship, it adopts a multi-disciplinary approach, covering an amalgam of business subjects including human resource management, organizational behaviour, operations management, strategy, marketing, finance and law. Assuming no prior knowledge of business, it illustrates fundamental concepts with practical examples drawn from research conducted in Ghana, occasionally supplemented by anecdotes from global companies such as Apple and Google. Key to its uniqueness is a wide-ranging collection of profiles of successful Ghanaian entrepreneurs as well as sections on particular challenges for prospective investors in Ghana - local content which makes this Ghanaian textbook on entrepreneurship a must-read for both Ghanaian students of entrepreneurship and investors with an interest in the Ghanaian economic renaissance. Elikem Nutifafa Kuenyehia is the founder of Oxford Beaumont, a leading law firm that, since 2006, has become internationally recognised as one of Ghana s leading law firms and has advised on over twelve...

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