



Business Acumen and Entrepreneurship: A Bibliography

Prepared by the staff of the *Merrett R. Stierheim Urban Affairs Department*

The Business Acumen and Entrepreneurship competency involves mastering business management skills and effectively managing resources (human, financial, and technological). Entrepreneurial thinking and best business practices are routinely applied to core management areas. This competency also involves anticipating future trends to achieve a competitive advantage.

Books & Manuals

Blanchard, K., Hutson, D., and Willis, E. (2007). [*The one minute entrepreneur: the secret to creating and sustaining a successful business.*](#) New York: Currency Doubleday.

Call Number: 658.11 BLAN

Enelow, W. (2008.) [*The \\$100,000+ entrepreneur: how to build a successful new business in 90 days.*](#) Manassas Park, VA: Impact.

Call Number: 658.114 ENEL

Gerber, M. (2008). [*Awakening the entrepreneur within: how ordinary people can create extraordinary companies.*](#) New York, NY: HarperCollins Publishers.

Call Number: 658.11 GERB

Zimmerer, T., Scarborough, N., and Wilson, D (2008). [*Essentials of entrepreneurship and small business management.*](#) Upper Saddle River, N.J.: Pearson/Prentice Hall.

Call Number: 658.022 ZIMM BSL R

Electronic Journal & Newspaper Articles

(2008) Advisers extend helping hand to young entrepreneurs. *Investment News* 12.17: 36.

(2008). The Business of Startups Is Business; As the economy slumps, many entrepreneurs are looking past consumer Websites to focus on products and services for companies. *Business Week Online*.

Gumpert, David E. (2007). Entrepreneurs Need a Dose of Cockiness; Also: Freshening e-mail templates, how the classics relate to entrepreneurship, new information-based business models, and more.(what entrepreneurs need to know). *Business Week Online*.

Maurer, M. (2008). Essential principles of entrepreneurship that I did not learn in school. *Indianapolis Business Journal*, 29.6: S7.

Perman, S. (2006). Encouraging Entrepreneurship at Work. *Business Week Online*.

Shinnar, R., and C. Young. (2008). Hispanic immigrant entrepreneurs in the Las Vegas metropolitan area: Motivations for entry into and outcomes of self-employment. *Journal of Small Business Management*, 46.2: 242.