

# Entrepreneurship Reading Lists

## Center for Entrepreneurship Studies (GBS)

### Stanford Graduate School of Business

- "Beyond Entrepreneurship," James C. Collins, William C. Lazier: New Jersey: Prentice Hall, 1992.  
Discussion of the roles of leadership, vision, and creativity in growing, entrepreneurial ventures.
- "Glorious Accidents," Michael J. Glauser: Utah. Shadow Mountain, 1998.  
How everyday Americans create thriving companies.
- "New Business Ventures and the Entrepreneur," Howard H. Stevenson, Michael J. Roberts, and H. Irving Grousbeck: Boston: Richard D. Irwin, Inc., 1989.  
Textbook that traces the entrepreneurial process from the initial idea through business operations to harvest and includes case studies.
- "Soloing," Harriet Rubin: New York: Harper Collins Publishers, Inc., 1999.  
Discussing the ups and downs of going solo in business.
- "The Book of Entrepreneurs' Wisdom," edited by Peter Krass: New York: John Wiley & Sons, Inc., 1999.  
Classic writings by legendary entrepreneurs such as; Lillian Vernon, Phil Knight, and Dave Thomas.
- "The Entrepreneurial Mindset," by Rita McGrath and Ian MacMillan: Cambridge: Harvard University Press, 2000.  
Strategies for continuously creating opportunity in an age of uncertainty.
- "The 10-Second Internet Manager," by Mark Breier: New York: Crown Business, 2000.  
Survive, thrive, and drive your company in the information age.
- "Moral Intelligence: Enhancing Business Performance and Leadership Success" by Doug Lennick & Fred Kiel.  
Demonstrates that maintaining the highest ethical standards is not only the 'right' thing to do, but produces the best companies and the best results.
- "Engineering Your Start-Up: A Guide for the High-Tech Entrepreneur" by James A. Swanson and Michael L. Baird, 2003.  
Gives you all the basic information needed to make your idea a business reality. James Swanson is a GSB Alum.
- "Upstart Start-Ups!," Ron Lieber. New York: Broadway Press, 1998.  
Learnings from 34 young entrepreneurs, including 1993 Stanford GSB graduates, Steve Pollock and Gary Alpert, founders of Wet Feet Press.
- "Growing a Business," Paul Hawken. New York: Simon & Schuster, 1987.  
A classic story of building a business.
- "Startup: A Silicon Valley Adventure," Jerry Kaplan. New York: Penguin Books, 1994.  
A behind-the-scenes look at a company's creation and eventual demise.

## Reference Guides

- "The Home Business Bible," David R. Eyler. New York: John R. Wiley & Sons, Inc., 1994.  
An encyclopedia of information for the home-based entrepreneur.
- "The Entrepreneur's Guide to Business Law," Constance E. Bagley, Craig E. Dauchy. West Educational Publishing Company, 1998.  
This guide walks the entrepreneur through all the legal steps required to start a business.
- "Guts & Borrowed Money," Tom S. Gillis. Austin: Bard Press, 1997  
Nuts and bolts guide to starting your own business.
- "Business Start-up Kit," California Chamber of Commerce. Lafayette, Productivity Products, Inc., 1997.  
Everything you need to comply with government requirements throughout the year, whether you are a sole proprietorship, partnership or corporation. The series also includes labor law, OSHA, and business planning kits.

## **Lester Center for Entrepreneurship and Innovation**

### **Hass School of Business**

### **University of California - Berkeley**

- [Adizes, Ichak](#). The Pursuit of Prime. Knowledge Exchange, 1997.
- [Blank, Steve](#). Four Steps to the Epiphany, Cafepress.com 2005.
- [Christensen, Clayton M.](#) The Innovator's Dilemma. Harvard Business School Press, 1997.
- [Dorf & Byers](#). Technology Ventures: From Idea to Enterprise with Student DVD
- [Gladwell, Malcolm](#). The Tipping Point: How Little Things Can Make a Big Difference. Bay Back Books, 2002.
  
- [Harroch, Richard D.](#) Start-up and Emerging Companies: Planning, Financing & Operating the Successful Business.
  
- [Hegedus, Chris](#). Start-up.com (DVD)
  
- [Leifer, Richard et al.](#) Radical Innovation: How Mature Companies Can Outsmart Upstarts. Harvard Business School Press, 1st edition, 2000.
  
- [Moore, Geoffrey A.](#) Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. New York: Harper Collins Publishers, 1991.
  
- [Sahlman, William, Stevenson, Howard, Roberts, Michael and Bhide, Amar.](#) The Entrepreneurial Venture. 2nd edition. Boston. Harvard Business School Press, 1999
  
- [Stevenson, Howard, Roberts, Michael, and Grousbeck, H. Irving.](#) New Business Ventures and the Entrepreneur. Irwin McGraw-Hill, 5th edition, 1998.
  
- [Timmons, Jeffrey A.](#) New Venture Creation: Entrepreneurship for the 21st Century. Irwin McGraw-Hill, 2004

- [Timmons, Jeffrey A., Andrew Zacharakis, and Stephen Spinelli.](#) *Business Plans that work: A guide for Small Business.* McGraw-Hill, 2004.

## **MIT Entrepreneurship Center**

### **Massachusetts Institute of Technology**

[Cullinane, John J.](#) *The Entrepreneur's Survival Guide: 101 Tips for Managing in Good Times & Bad.* Illinois: Business One Irwin, 1993.

[Esser, Teresa.](#) *The Venture Café: Secrets, Strategies, and Stories from America's High-Tech Entrepreneurs.* New York: Warner, 2002. [www.theventurecafe.com](http://www.theventurecafe.com)

[Kaplan, Jerry.](#) *Startup: A Silicon Valley Adventure.* New York: Penguin, 1996.

[Koplovitz, Kay.](#) *Bold Women, Big Ideas: Learning to Play the High-Risk Entrepreneurial Game.* New York: PublicAffairs, 2002.

[Krass, Peter, ed.](#) *Book of Entrepreneurs' Wisdom: Classic Writings by Legendary Entrepreneurs.* New York: John Wiley & Sons, 1999.

[Kravitt, Gregory I.](#) *How to Raise Capital: Preparing and Presenting a Business Plan.* Dow Jones-Irwin, 1984. Books HG 4026 .K7 1984

[Lang, Jack and the Cambridge Entrepreneurship Centre.](#) *The High-Tech Entrepreneur's Handbook: How to Start and Run a High-Tech Company.* London: Pearson Education Limited, 2002.

[Lusk, John and Kyle Harrison.](#) *The MouseDriver Chronicles: The True-Life Adventures of Two First-Time Entrepreneurs.* Cambridge: Perseus, 2001.

[Merrill, Ronald E.](#) *Raising Money: Venture funding and how to get it.* AMA, 1990. Reserves HG 4751 .M47 1990.

[Roberts, Edward.](#) *Entrepreneurs in High Technology: Lessons from MIT and Beyond.* Oxford University Press, 1991 Books HC 108 .B65 .R62 1991.

[Timmons, Jeffrey.](#) *New Venture Creation: Entrepreneurship for the 21st Century,* 4th ed. Irwin, 1994 Reserves HD 69 .N4 .T55 1994.

[Utterback, James M.](#) *Mastering the Dynamics of Innovation,* 1994. Jim focuses on the creative and destructive effects of technological change on the life of a company. Utterback is chair of the MIT Management of Technology Program.

[von Pierer, Heirich and Bolko v. Oetinger, eds.](#) *A Passion for Ideas: How Innovators Create the New and Shape Our World.* Indiana: Purdue University Press, 2002.