The background of the book cover features a composite image. On the left, a man in a dark suit is climbing a blue ladder that extends from the bottom left towards the center. On the right, a hand is shown holding a globe of the Earth. The background is a blurred cityscape with tall buildings. The top and bottom corners of the cover are framed by a red border.

The Dynamics of Entrepreneurial Development and Management

Vasant Desai

depth analysis of various facts of entrepreneurial development, particulars in establishing innovative enterprises, and opportunities for millions in urban and rural areas.

The fact that the process of management development, research and consultancy should be entrepreneurially oriented, and that professional entrepreneurs who will contribute to the country's economic growth.

It is not only creative, but also cohesive and integrated. And, it will assist in right policy formulations with an eye on the future for entrepreneurial development in India and other developing countries. It will offer entrepreneurs a rich fair of new vision and challenging insights. People engaged in entrepreneurial development, entrepreneurial management and professionals in industry, agriculture and trade, administrators, planners, economists, consultants, bankers, project officers, — all these will find these three volumes to be quite stimulating and interesting. The study will assist in accelerating the process of economic growth in the right direction.

Contents of Fifty-Two chapters grouped into Twelve units:

- Entrepreneur
- Entrepreneurship
- Entrepreneurial Development
- Projects Management
- Financial Analysis
- Budget and Planning
- Issues of Finance
- Quality Standards
- Marketing
- Setting up A Small Enterprise
- Systems of Entrepreneurs
- Project Work

I do not claim to originality or comprehensiveness. Rather I have sincerely attempted to bring together the scattered fragments of the subject. However, the presentation of the subject is my own creation.

In the preparation of this book, I have drawn heavily from the published works in the sphere of entrepreneurial development and management.

Students, teachers, the policy makers, entrepreneurs, and others interested in the subject will find the study quite interesting.

I am glad to receive suggestions from them for improving the contents and presentation of this study.

I would like to thank those who have helped me in compiling the matter for this book. While I take this opportunity to thank all of them — I would like to mention a few names to be mentioned in this brief preface — I would like to acknowledge my deep sense of gratitude to the many veteran entrepreneurs and consultant economists for their precise guidance. Thanks are also due to Shri K.N. Pandey, Anuj Pandey, Anil Ravi and M.V. Desai for their suggestions for affecting a number of stylistic improvements.

I would like to express my sincere appreciation and gratitude to Ms. Pratibha Choudhary for reading the book carefully and for her suggestions to make it more crisp, lucid and informative. If the book spontaneously arouses the attention of the students, teachers, members of entrepreneurial studies, policy makers and researchers, the credit naturally goes to Pratibha for her contribution in presenting the 21st Century Revised Edition in a new look and newer format.

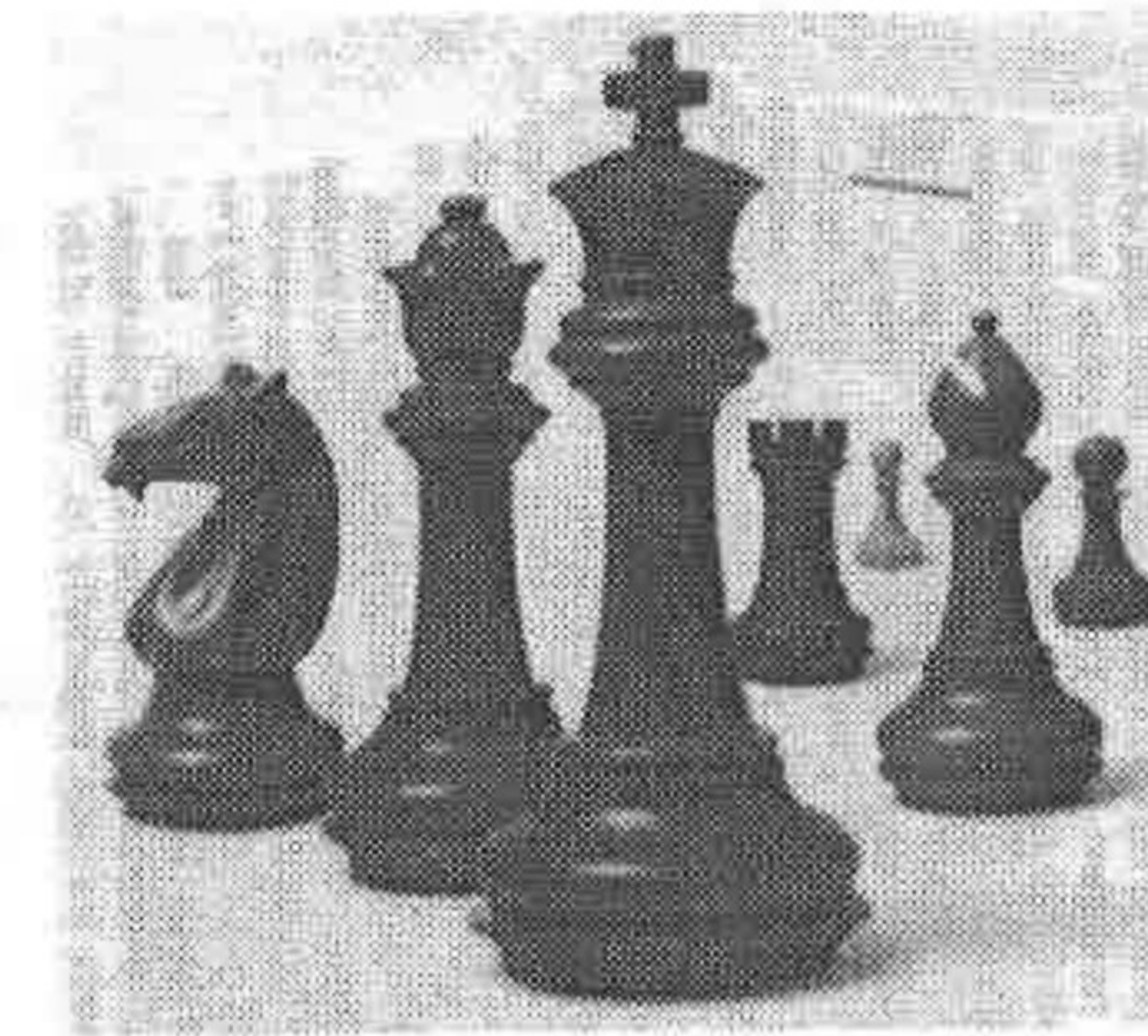
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Peter Drucker
(1909-2005)

VASANT DESAI



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