

Index

A

angel investor
6.7: Finance and Accounting Strategies
Antitrust laws
5.7: Legal and Ethical Considerations

B

brainstorming
2.6: Creativity, Innovation and Invention
business ethic
5.7: Legal and Ethical Considerations
business model
5.4: Competitive Analysis

C

collateral
6.7: Finance and Accounting Strategies
Competitive Advantage
5.4: Competitive Analysis
conflict of interest
5.7: Legal and Ethical Considerations
copyright
5.7: Legal and Ethical Considerations
creativity
2.6: Creativity, Innovation and Invention
customers
5.4: Competitive Analysis

D

debt financing
6.7: Finance and Accounting Strategies
design patent
5.7: Legal and Ethical Considerations
diffusion chasm
2.6: Creativity, Innovation and Invention
Digital marketing
4.4: Marketing Techniques for Entrepreneurs
Disclosure
5.7: Legal and Ethical Considerations
disruptive innovation
2.6: Creativity, Innovation and Invention

E

early stage
6.7: Finance and Accounting Strategies
enterprise risk management
5.6: Cybersecurity and Data Privacy for Entrepreneurs
equity financing
6.7: Finance and Accounting Strategies
ethics
5.7: Legal and Ethical Considerations
Expeditionary marketing
4.4: Marketing Techniques for Entrepreneurs

F

Fairness
5.7: Legal and Ethical Considerations
financial risk
5.6: Cybersecurity and Data Privacy for Entrepreneurs
financial viability
5.4: Competitive Analysis
financing
6.7: Finance and Accounting Strategies
fixed assets
6.7: Finance and Accounting Strategies
funds
6.7: Finance and Accounting Strategies

G

general partnership
5.8: Legal Forms of Organizations for Small Businesses
guerrilla marketing
4.4: Marketing Techniques for Entrepreneurs

I

ideation
2.6: Creativity, Innovation and Invention
incremental innovation
2.6: Creativity, Innovation and Invention
infrastructure
5.4: Competitive Analysis
initial public offering (IPO)
6.7: Finance and Accounting Strategies
innovation
2.6: Creativity, Innovation and Invention
insurance
5.6: Cybersecurity and Data Privacy for Entrepreneurs
integrity
5.7: Legal and Ethical Considerations
intellectual property
5.7: Legal and Ethical Considerations
invention
2.6: Creativity, Innovation and Invention
iterative development
2.6: Creativity, Innovation and Invention

L

lateral thinking
2.6: Creativity, Innovation and Invention
legal risk
5.6: Cybersecurity and Data Privacy for Entrepreneurs
limited partnership
5.8: Legal Forms of Organizations for Small Businesses

linear thinking

2.6: Creativity, Innovation and Invention

M

mature stage
6.7: Finance and Accounting Strategies

O

offering
5.4: Competitive Analysis

P

pain point
2.6: Creativity, Innovation and Invention
pioneering innovation
2.6: Creativity, Innovation and Invention

R

relationship marketing
4.4: Marketing Techniques for Entrepreneurs

S

scientific method
2.6: Creativity, Innovation and Invention
SWOT analysis
5.4: Competitive Analysis

T

trade secret
5.7: Legal and Ethical Considerations
Trademark
5.7: Legal and Ethical Considerations
truthfulness
5.7: Legal and Ethical Considerations

U

unique selling proposition
5.4: Competitive Analysis
utility patent
5.7: Legal and Ethical Considerations

V

venture capitalist
6.7: Finance and Accounting Strategies
Viral marketing
4.4: Marketing Techniques for Entrepreneurs

W

working capital
6.7: Finance and Accounting Strategies