



Entrepreneurship as Dualism between Intelligence and Capital

By Monique Brandt

GRIN Verlag GmbH Dez 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x7 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Hamburg University of Applied Sciences, course: Academic Research and Writing, language: English, abstract: Over the last decades, business formation became a possibility for everyone, Günther Faltn states in his book Brains versus Capital. Recently, the traditional perception of an entrepreneur is changing from a suit-wearing businessman with various abilities in all departments of a company to an innovative head of delegation . With the aid of components in various departments like accounting and human resource management, an entrepreneur can establish a business with expertise. Consequently, different ventures have to be considered to develop a convenient concept and to avoid the risk of failing. The findings show that a convincing and sophisticated concept, so-called entrepreneurial design, is to be considered more important for the success of a company than the amount of capital at disposal. In times of fast global intercommunication, it is easier to access information and to realise one s concept than it ever was. Intellectual capital...



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