Design-Centered Entrepreneurship

Min Basadur, Michael Goldsby

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Supported by extensive research and field-testing, *Design-Centered Entrepreneurship* presents a concise, problem-solving approach to developing a unique business concept. Step-by-step guidelines provide insight into exploring market problem spaces, uncovering overlooked opportunities, reframing customer problems, and creating business solutions.

Basadur and Goldsby present students with a creative and practical approach to problem finding, perception, organizational culture, and ethics in the entrepreneurial field. Plenty of useful diagrams help to organize key concepts, making them easily accessible to readers.

Drawing on methodologies from the design field, the book will help students of entrepreneurship fill in the missing piece that transforms opportunity recognition into a viable business concept.

Additional support for students and instructors, including a virtual Creative Problem Solving Profile, can be found at www.basadurprofile.com/.

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