

## BOOK REVIEW

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**Business, Entrepreneurship and Management**

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### Citation

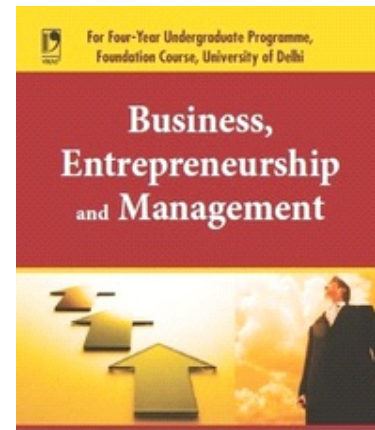
Rao, V S P (2013) Business, Entrepreneurship and Management, Vikas Publishing House Pvt. Ltd.

### Review

The foundation course entitled Business, Entrepreneurship and Management is designed to keep students at the centre stage and motivate them to examine closely the social and cultural contexts of entrepreneurship. Therefore, the book authored by VSP Rao, completely serves the purpose of providing basic reading material for the students who are already familiar with the concepts through their discipline and also for students from different disciplines who may not have the previous knowledge of this subject. The book has four broad themes—*Entrepreneurship, Business, Market and Society and Management*. These themes promote an awareness of how an entrepreneur thinks, acts, creates a connection with the society and manages affairs of business and organisation. The themes have been further divided into sub themes—firstly, the important characteristic features of entrepreneurs, including their mindset, creativity in their work, the risk involved, how they arrive at the decisions, what makes them work so hard, secondly, the concept of business, factors which promote or restrict the growth of business, why business needs to have a technological edge, role of e-commerce and m-commerce, ethical considerations that has to be kept in mind to be ethical and socially responsible, thirdly concept of market, factors affecting

the demand and supply, how consumers actually choose products and services and show doors to firms that do not produce according to their choices and finally, talks about how managers work in order to blend technology with human and financial resources successfully.

The book has been designed to give the learners an insight into business, its concepts, types and culture and to acquaint them with the concept of entrepreneurship, to comprehend the interface between market and society and to help them understand the concept of management. Several activities and projects relating to practical situations, case studies and topics for discussion and analysis has been incorporated by the author in the book to facilitate better understanding of the concepts. The divide between precept and practice has been bridged by presenting the textual matter with appropriate doses of real-life examples and insights from exciting world of entrepreneurs. The author has taken recent examples from journals, newspapers, magazines to convey the excitement and dynamism of the discipline. A simple and reader-friendly style has been used by the author while writing this book. Each lesson has a list of carefully selected questions that will help the students revisit and apply the learning in critical fashion. The appendix provides experimental exercises and games related to business, case studies and stories about successful entrepreneurs.



V S P Rao