



# 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, Günter Falckin 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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