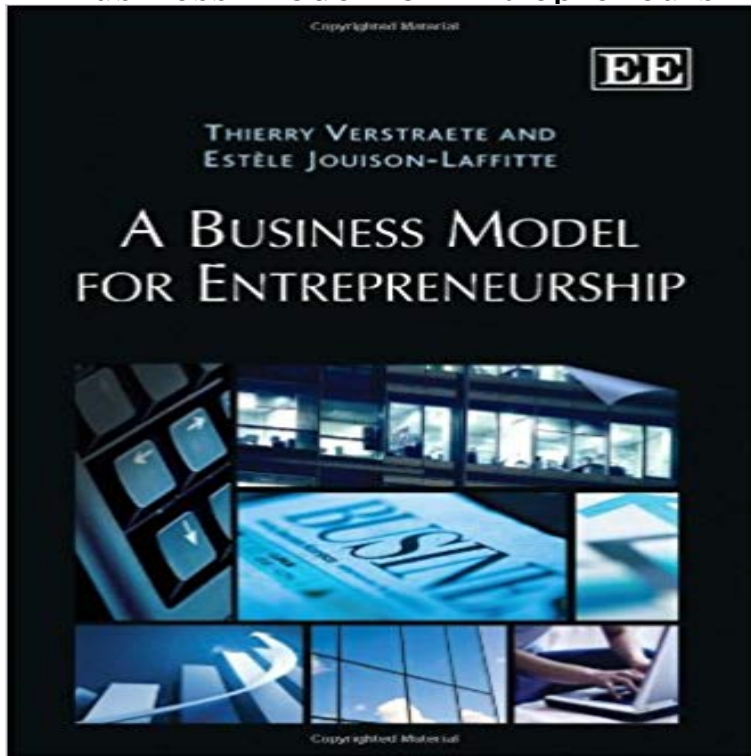


A Business Model for Entrepreneurship



This book takes an original approach to business models and entrepreneurship, resulting from a durable involvement with entrepreneurs and from experiments combining theory and practice. The authors present the generation, remuneration, and sharing business model, which relates to the value generation, its remuneration and the sharing of this remuneration. They also outline the role and the central place of the business model within the entrepreneurial process; the theoretical bases - conventions theory, resource based view and stakeholder theory - and the construction of the GRS model; the experiments conducted within teaching, practical, and theoretical frameworks; and the contribution of the business model to a theory of entrepreneurship theory. The book explains why the business model can be useful for entrepreneurs and why it is relevant to set it in place during the entrepreneurial process. Students and researchers who are interested in entrepreneurship will find this an important resource for developing a new business. Management coaches, often interested in the most recent developments of management research, will have no difficulty moving between the theory and practice set out in this book. Finally, curious entrepreneurs will read this study not to seek immediate solutions to a problem but to reflect on the topics addressed here that show that the business model is not just a fashion but is highly useful.

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