

FOR IMMEDIATE RELEASE

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Kendall Hunt Publishing announces the release of *Global Entrepreneurship!*

Written by leading higher education instructors Shawn M. Carraher of Cameron University and Dianne H.B. Welsh of The University of North Carolina - Greensboro, *Global Entrepreneurship* focuses on what college students need to know about global entrepreneurship.

Designed for college course usage, *Global Entrepreneurship* explains the principles that come from international business, cross-cultural management, strategy, exporting, international education, international economics and environmental concerns, and leadership.

“We are very excited about working with two such accomplished authors,” said Paul Carty, Director of the National Book Program at Kendall Hunt, “we feel that this will be a very important work in the field of global entrepreneurship. Shawn and Dianne have brought together some of the best minds in this discipline and we are quite proud to be associated with this ground-breaking text.”

The innovative content in *Global Entrepreneurship* was chosen based upon a detailed study undertaken by the *International Entrepreneurship Division of the U.S. Association for Small Business & Entrepreneurship* as to what educators in the areas of international and global entrepreneurship believed should be included in such a course.

- Includes examples of specific area studies that the reader may use as an example in a part of the world they would like to develop a particular product or service to export or import.
- Features a case study on Mary Kay Cosmetics going international.

For more information on this exciting project, visit www.kendallhunt.com/carraher-welsh.

Shawn M. Carraher is the Brewczynski Endowed Chair in Entrepreneurial Studies at Cameron University. Dianne H.B. Welsh is the Hayes Distinguished Professor of Entrepreneurship at The University of North Carolina Greensboro. Dianne is a recognized scholar in entrepreneurship, family business, and franchising.

Located in Dubuque, Iowa, Kendall Hunt Publishing Company has been locally owned and operated throughout its existence. With over 50 years of experience in the publishing industry, and over 6,000 titles in print, Kendall Hunt offers expertise at all levels of education publishing, from kindergarten through college, and on to continuing medical and professional education. Kendall Hunt combines author service, innovation, and a pledge of quality to provide customers with advantages that are unparalleled in the publishing industry.

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