

The BCERC Book Collection

Call for Contribution

While BCERC prides itself as a great venue for presenting leading edge entrepreneurship research, we are also excited about the potential to inform entrepreneurial leaders. To that end, we have teamed up with Business Expert Press to produce a collection of books geared towards the MBA and Executive Education markets. **Specifically, we are inviting authors of *FER* articles to translate their research into a practitioner friendly book of approximately 150 or so pages.**

Although most authors use their *FER* paper as a core, translating research to the practitioner audience often pulls from the author's entire research stream. Authors are free to expand and extend their research as they see fit.

Business Expert Press (BEP) (<http://www.businessexpertpress.com/>) is a world-leading resource in business education with a strong track record publishing and distributing books across all fields and emerging topics in business. For example, BEP has developed a collection of some 14 books in entrepreneurship with Scott Shane of Case Western serving as collection editor. The most recent book in Shane's collection is by Bruce Barringer of Oklahoma State on the critical steps an entrepreneur will take in first 100 days following a formal business launch. Another example is a recently launched collection of books done in conjunction with the United Nations Global Compact and the Principles for Responsible Management Education (PRME) Working Group to offer global executives training in sustainability, ethics, CSR and general business strategy.

BEP publishes collections of concise, academically sound and applied books for the purpose of providing course reading and reference material for undergraduate and MBA business education. BEP books also serve the business executive education marketplace and are available in both print and e-book formats. The average book length is 150 pages.

Interested authors are invited to discuss their ideas with Andrew Zacharakis, Director of BCERC and the collection editor at Zacharakis@Babson.edu.