

## ANNOUNCING A CASE STUDY BOOK LAUNCH

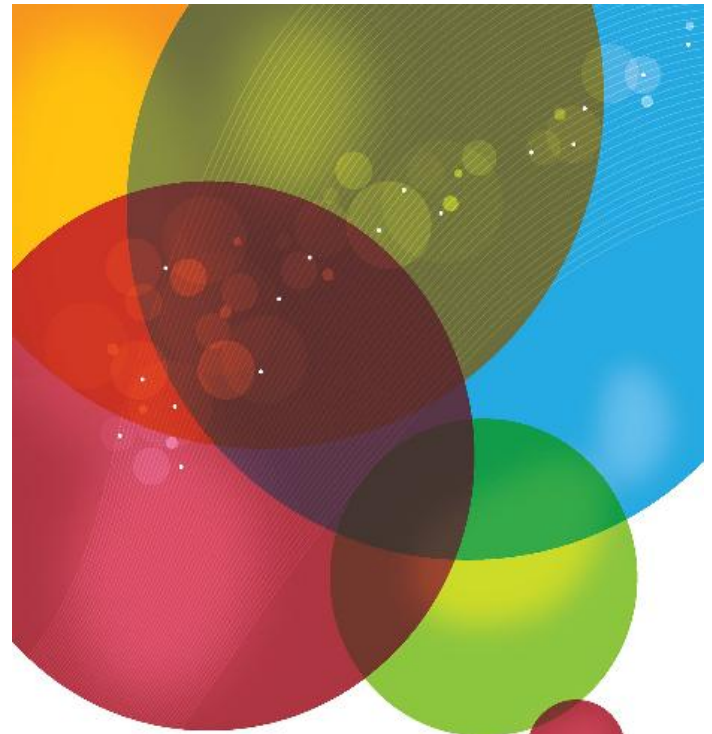
### The Accelerating Campus Entrepreneurship (ACE) Initiative

announces a book containing a range of live case studies that are suitable for use in entrepreneurship education and training. The cases should be particularly useful in Higher Education in Ireland and in the international context.

These case studies can be employed to enhance the student's practical understanding of the theory of the entrepreneurship process and new venture development, as they highlight the dynamic process of entrepreneurship, whether this is in a new start-up, a community venture or a long-established business.

The cases are written by staff at the teaching interface, by recent graduates, and by experts and mentors involved with growing commercially viable ventures. The cases will be of value to all enterprise educators as part of their pedagogical toolkit for delivering enterprise education.

The editor, Dr Cecilia Hegarty is Research and Programme Manager for the Regional Development Centre based at Dundalk Institute of Technology. The publisher is Oak Tree Press, a leading specialist publisher in the area of entrepreneurship in Ireland.



### Irish Case Studies in **Entrepreneurship** Edited by Dr Cecilia Hegarty

Accelerating Campus Entrepreneurship Initiative

**The ACE book of Irish case studies** will be launched at **10am on Friday 8<sup>th</sup> April 2011** at the Regional Development Centre. The morning event will involve the formal book launch and an interactive workshop focusing on using case studies as a pedagogical tool in enterprise or entrepreneurship education which will be led by a European respected guru on using case studies in Higher Education and it will involve using a case study from the book which will be led by the ACE case book writers.

For further queries please e-mail [ace@dkit.ie](mailto:ace@dkit.ie)

## Order your copy today from the publishers, OAK TREE PRESS

Please send me \_\_\_\_\_ copies of **IRISH CASE STUDIES IN ENTREPRENEURSHIP** at a cost of €15 each (including FREE postage & packing). Total order: € \_\_\_\_\_.

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The Accelerating Campus Entrepreneurship (ACE) Initiative aims, through a collaborative approach, to create entrepreneurial graduates. It is part-funded under the Strategic Innovation Fund by the Higher Education Authority in Ireland which is funded by the Irish Government under the National Development Plan 2007-2013 with the assistance of the European Regional Development Fund. It is also co-funded by its partner institutions.