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News

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McGraw-Hill publishes ninth edition of Philadelphia University President Spinelli's popular textbook "*New Venture Creation*"

PHILADELPHIA, January 10, 2012—McGraw-Hill/Irwin Publishers recently released the ninth edition of Philadelphia University President Stephen Spinelli Jr.'s textbook, *New Venture Creation: Entrepreneurship for the 21st Century*.

The book draws on Spinelli's experience as an entrepreneur and educator. He was a co-founder of Jiffy Lube International and chairman and CEO of the American Oil Change Corporation. Spinelli has consulted for major corporations and currently serves as director for a number of firms. Spinelli has published research in some of the nation's top academic journals for business, entrepreneurship and investing, in addition to his books on business models, entrepreneurship and franchising.

In *New Venture Creation*, Spinelli and Rob Adams, a new co-author for the ninth edition, explore the entrepreneurial process of starting a new business from creating the first business plan to execution and growth. "Through text, case studies and hands-on exercises, the book guides students in discovering the concepts of entrepreneurship and the competencies, skills, know-how and experience that are sufficient to pursue different entrepreneurial opportunities," says the McGraw-Hill book description. "The authors recognize that there is no substitute for actually starting a company, but believe that it is possible to expose students to many of the vital issues and immerse them in key learning experiences."

New Venture Creation, originally authored by Spinelli and Jeffrey Timmons, is considered one of the leading textbooks in the field of entrepreneurship and reflects Spinelli's unique mix of expertise in the field and academic research. The entrepreneurial skills Spinelli honed in both the for-profit business and not-for-profit world have carried over to his work at Philadelphia University, which is implementing what industry leaders have called one of the most innovative strategic plans in higher education.

The development of the University's bold approach to education through Nexus Learning and the launch of the unique College of Design, Engineering and Commerce, where the curriculum is aimed at fostering innovation and entrepreneurship, are just two highlights of the entrepreneurial approach to education that infuses the curriculum at PhilaU.

Philadelphia University, founded in 1884, is a private university with 3,600 students enrolled in more than 60 undergraduate and graduate programs. As the model for professional university education, the University prepares students to be leaders in their professions in an active, collaborative and real-world learning environment infused with the liberal arts. Philadelphia University includes the innovative College of Design, Engineering and Commerce; the College of Architecture and the Built Environment; and the College of Science, Health and the Liberal Arts. For more information, go to www.PhilaU.edu.