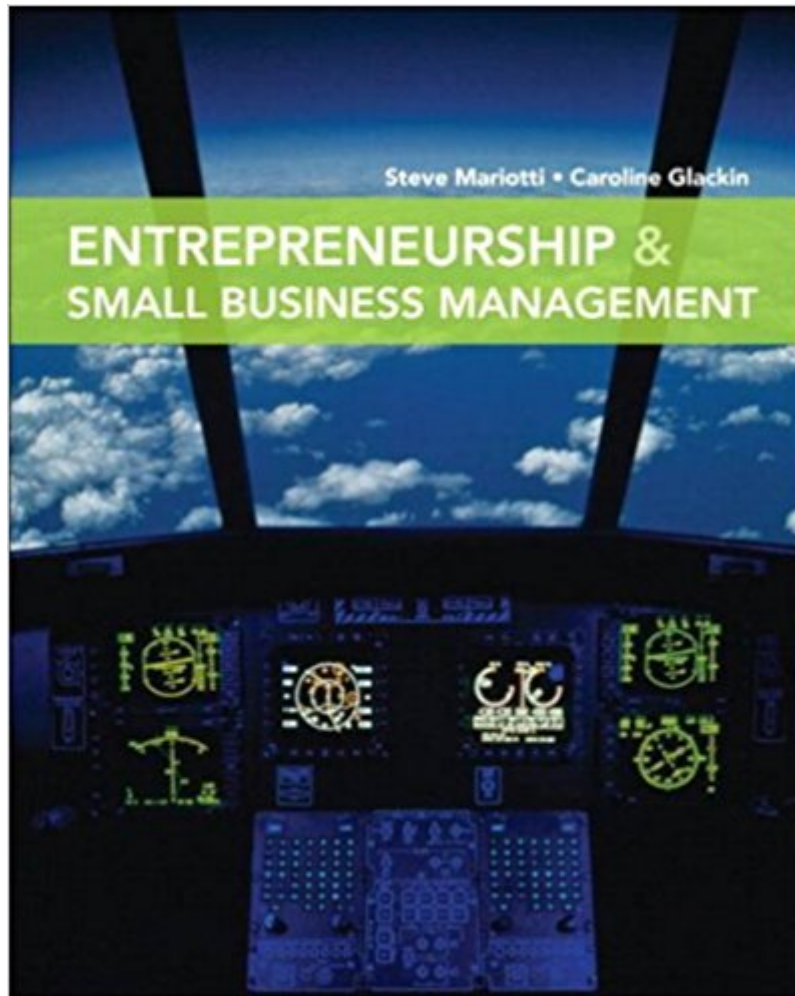




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Entrepreneurship And Small Business Management



Synopsis

Written by award-winning experts, Steve Mariotti and Caroline Glackin, *Entrepreneurship and Small Business Management* presents complex economic, financial and business concepts in a manner easily understood by a variety of students. Based on a proven curriculum from the Network for Teaching Entrepreneurship (NFTE), it is organized to follow the life-cycle of an entrepreneurial venture – from concept through implementation to harvesting or replication. Filled with examples from a broad range of industries, it moves further into the entrepreneurial process – discussing the business plan and also the unique aspects of managing and growing entrepreneurial ventures and small businesses.

Book Information

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Customer Reviews

This was a textbook for a class I took. It's well organized, and the text defining terms and common usages was clear and easy to understand. The business profiles were more like something from a publicist: intended more to be entertaining and positive than strictly factual.

This is one of the great business book I possess.

I recommend , very good product!!!

I used this book during a college course on Entrepreneurship and thought it was very insightful,

clearly written and covered the basics of starting a business very well. I even used some of the information covered in the chapters to tweak a few areas of my small business.

It worked out for my daughter.

Arrived Quickly, Cheap Price

I took an Entrepreneurship class in college a few years ago and we had to use this book. Reading this book was very interesting and helpful, more so than the class itself. I definatly knew I had to have this book, but I had rented it for class. When i saw what they were trying to charge for me to keep it I said, no way sadly. I then came to to purchase the book-what I should have done in the first place! Perfect book for those wanting to start a business. Very clear, straight to the point, and easy to read. Reading other reviews about a CD. When I had the book in college, it did not come with a CD, nor did the one I purchased on . Maybe a future edition will have a CD, but the seller here has not specified a CD. They tell you everything step by step in the book, so you really don't need a CD.

Good product, shipped fast. Would recommend.

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