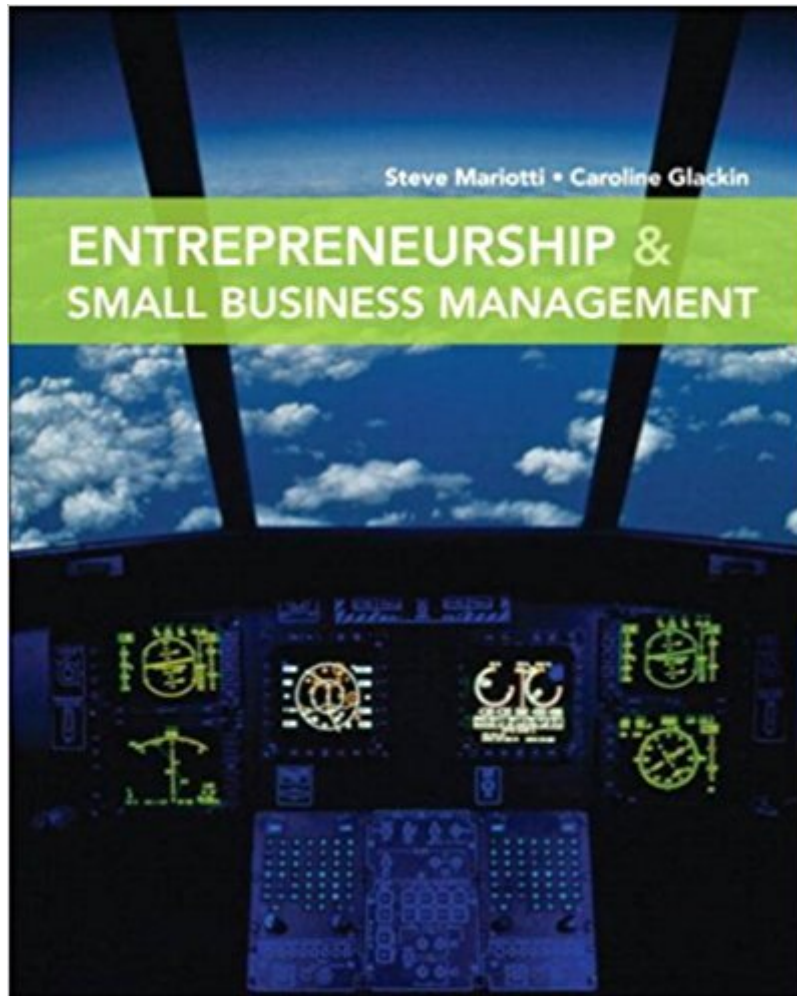




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Entrepreneurship And Small Business Management



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 definitely 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 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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