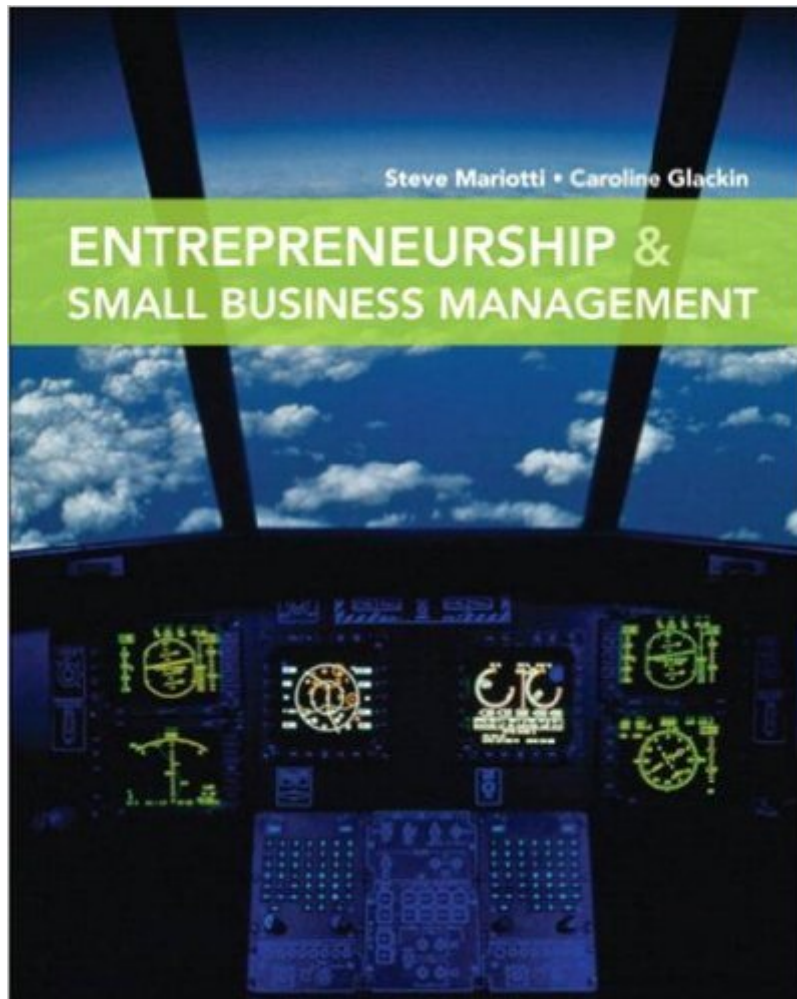


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# Entrepreneurship And Small Business Management



## 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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Average Customer Review: 4.6 out of 5 stars See all reviews (17 customer reviews)

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## Customer Reviews

I got this book for my business class, and it is a well written book, easy to read and give enough examples to understand the topic.

Considering what the College book store was charging, this was the best solution. I saved almost 20 dollars. It was listed as moderately used. I took a chance and ordered it and to my surprise it was in better shape than I had originally thought. With the exception of the outer corners of the paperback cover being a bit frayed, the inside was perfect. It didn't have any highlights or markings. It arrived within the time frame that was specified when I finalized my order. I am loving it. Thank you !

The book was at a great price and great condition! I am learning a lot from this book, it is very educational!

I ordered this book and expected it to be more beat up because of the condition it was listed under, but it turned out to be in better condition than I thought. It came with plenty of time to spare before my class began.

Entrepreneurship and Small Business Management was a required text book for my small business management class. It arrived within a week of ordering and was in very good condition. The book cost a quarter of the current selling price and is very up to date, reader friendly, and informative.

It helped me a lot for my Subject....

Great as ordered ty!

Excellent condition

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