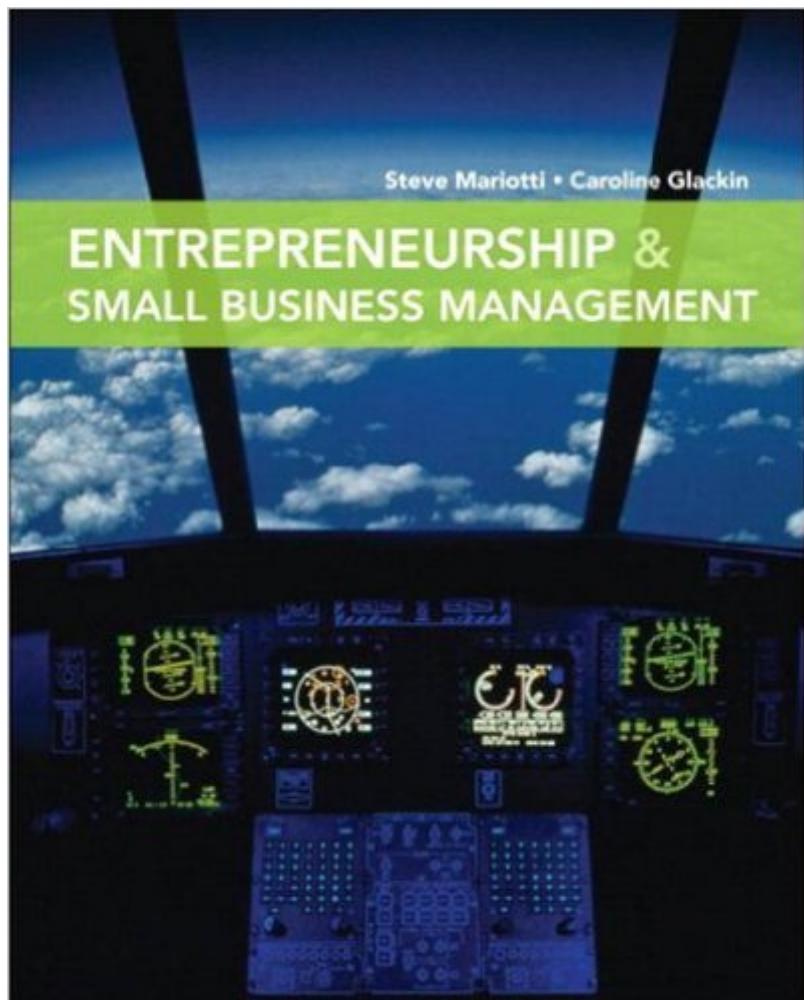


The book was found

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

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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