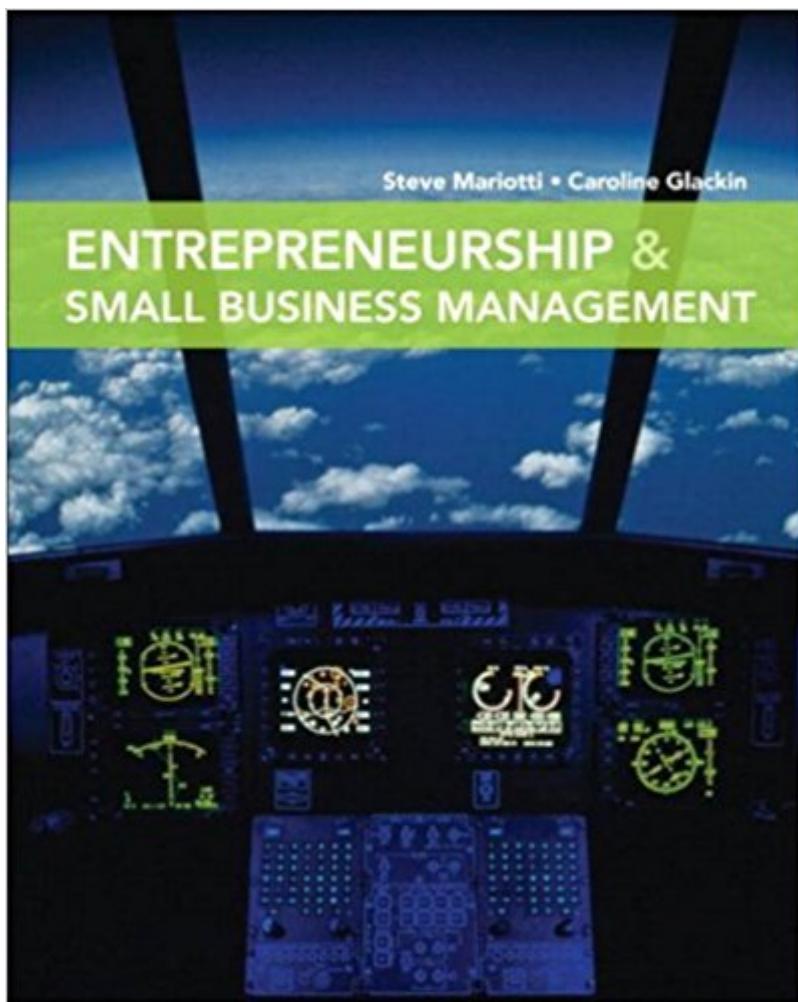


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# Entrepreneurship And Small Business Management



## **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**

Paperback: 736 pages

Publisher: Prentice Hall; 1 edition (January 7, 2011)

Language: English

ISBN-10: 0135030315

ISBN-13: 978-0135030318

Product Dimensions: 8.4 x 1.2 x 10.8 inches

Shipping Weight: 2.9 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 126 customer reviews

Best Sellers Rank: #187,841 in Books (See Top 100 in Books) #143 in Books > Textbooks > Business & Finance > Entrepreneurship #1617 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship #1833 in Books > Textbooks > Business & Finance > Economics

## **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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