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Description. For courses in Entrepreneurship and Small Business Management. 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 ...

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it really is today. It focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The goal of the companies described in this textbook is personal independence with financial security; not market dominance with extreme wealth. Traditional beliefs and models in small business are discussed, as well as the latest findings and best practices from academic and consulting arenas. Katz and Green recognize the distinction between entrepreneurs who aim to start the successor to Amazon.com and the pizza place around the corner. They discuss the challenges facing entrepreneurs, while keeping focused on the small businesses students plan to start.

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Extensively revised for the second edition, this popular text deals with the problems and issues facing entrepreneurs and small business in the modern era.

The emergence of an enterprise culture and entrepreneurial economy has led to the rapid development of theories, policies and practices in the field of entrepreneurship. Understanding Enterprise provides a critical introduction to enterprise in its broadest context, particularly its application to business through entrepreneurship and small business. The book is divided into three distinct parts, which examine traditional approaches to entrepreneurship, new perspectives on the subject, and the success or otherwise of government policy. Key features: - Extensively revised to take into account the latest thinking and research - Reassessment of traditional views and a critique of conventional wisdom - Updated coverage of the impact and failings of comparative government policies - A good balance between theoretical and practical perspectives Understanding Enterprise is an essential companion for undergraduate and postgraduate students of entrepreneurship. Policy makers and practitioners will also benefit from this comprehensive guide.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Entrepreneurship: Starting and Operating A Small Business, Third Edition, demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This edition is based on a proven curriculum from the Network For Teaching Entrepreneurship (NFTE) and includes new case studies, a new Honest Tea Business Plan, and more on topics such as cash flow and e-marketing. Drawing on the experience of Steve Mariotti and Caroline Glackin, students will begin building their business plan as soon as they open the text! In a step by step process students will learn how to start a small business, operate a small business and turn their ideas into viable business opportunities.

Introduces the processes of new venture creation and the critical knowledge needed to manage a business once it is formed. This text offers complete coverage and a practical hands-on approach to entrepreneurship. Supported by supplementary material for the lecturer and student in both a CD-Rom and companion website.

This updated edition covers every topic an entrepreneur or small-business owner must know. Revised to meet the needs of the '90s, the Second Edition provides ready-to-use procedures and ideas for any small business and includes scores of forms, tables, and checklists.

The process of liberalization and economic reforms since 1991 besides creating tremendous opportunities for the growth of entrepreneurship and SSIs has also thrown up new challenges of building competitive strengths, introducing technology up-gradation and quality improvement, and increasing productivity. Entrepreneurship Development and Small Business Enterprises examines these issues and offers valuable insight to students of this subject. It successfully reduces the gap between practical industry experiences and theoretical institutional studies by giving real and practical examples.

To start a successful business, you need a comprehensive toolbox full of effective financial and business techniques at your fingertips. Entrepreneurial Finance provides the essential tools and know-how you need to build a sturdy foundation for a profitable business. This practical road map guides you from crafting a meaningful business plan to raising your business to the next level. It offers potent methods for keeping firm financial control of your enterprise and insightful tips for avoiding the multitude of financial barriers that may block your entrepreneurial dream. Written by Steven Rogers, a leading educator at the prestigious Kellogg School of Management, this reliable guidebook covers: The dual objectives of a business plan and how to ensure that both are fulfilled Differences between debt and equity financing and how and why to use each Real-world methods for structuring a deal to benefit both the financier and the entrepreneur Valuation techniques for understanding what your business is truly worth Essential resources for finding the detailed information you need Entrepreneurial Finance clearly explains the inescapable rules of finance and business by using real-world examples and cutting-edge data from the Global Entrepreneurship Monitor (GEM) research project. It features up-to-date coverage of phantom stock, options, and the state of entrepreneurship in such countries as Canada, Europe, Asia, and South America. This definitive guide is effective in today's business climate, with robust, no-nonsense coverage on everything from the new realities of revenue valuation and the growth of women entrepreneurs to the fallout from the dot-com boom and the impact of Sarbanes-Oxley on corporate governance. Just because you're in business for yourself doesn't mean you're alone. Entrepreneurial Finance helps you create a long-term plan for achieving maximum profit.

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