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Entrepreneurship: Starting And Operating A Small Business (4th Edition)



Synopsis

For courses in Entrepreneurship, Small Business Management, and Starting a Business. A Comprehensive, Practical Approach to Starting a Business For fledgling entrepreneurs and business readers, Entrepreneurship: Starting and Operating A Small Business untangles the complex economic, financial, and professional considerations surrounding business ownership and operations. In its Fourth Edition, Entrepreneurship takes a critical look at contemporary entrepreneurial successes, allowing readers with a range of business interests to engage with and draw insight from the text. Balancing real-world case studies with thoughtful instruction, Entrepreneurship leads readers to develop their business plans step by step, at the end of each chapter. This approach allows readers to internalize different aspects of business ownership at a self-guided pace. Also Available with MyEntrepreneurshipLab™ This title is available with MyEntrepreneurshipLab™ an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. NOTE: You are purchasing a standalone product; MyEntrepreneurshipLab does not come packaged with this content. If you would like to purchase both the physical text and MyEntrepreneurshipLab search for: 0134422562 / 9780134422565 Entrepreneurship: Starting and Operating a Small Business Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package, 4/e Package consists of: 0133934454 / 9780133934458 Entrepreneurship: Starting and Operating a Small Business 0133935876 / 9780133935875 MyEntrepreneurshipLab with Pearson eText -- access Card -- for Entrepreneurship: Starting and Operating a Small Business

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Great alternative to buying an over priced book. Rent it if you have this class, and photo copy what ever you may think you will need down the line. Not worth a buy of 2-4 times what you'd have to pay to rent.

I am considering purchasing the book. Full of great information on how to start up a small business.

Good product, shipped fast. Would recommend.

Great text book!

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