Entrepreneurship And Effective Small Business Management 11th Edition | 1041784602980d906a13eb82e1d00280


Lessons in applying passion and perseverance from prominent entrepreneurs In the world of entrepreneurship, your vision solidifies your resolve when things get tough, and it reminds you why you went into business in the first place. Authors, brothers, and serial entrepreneurs, Matthew and Adam Toren have compiled a wealth of valuable information on the passionate and pragmatic realities of starting your own business. They've also gathered insights from some of the world's most successful entrepreneurs. This book delivers the information that both established and budding entrepreneurs need, explains how to implement that information, and validates each lesson with real-world examples. Small Business, Big Vision provides inspiration and practical advice on everything from creating an advisory group to setting up an executive board, and also delivers a call to social responsibility and sustainable business practices. This powerful book: Offers instruction in whether and how to seek investors Outlines the pros and cons of hiring employees and providoguidance on how to find the best outsourced workers Presents a comprehensive action plan for effective social media marketing Explains how to build an information empire and become an expert Small Business, Big Vision proves that with a flexible mindset, practical skills, and the passion to keep pushing forward, entrepreneurs can find success, even in today's ever-changing business landscape.

Follow the dream of owning a successful small business with the insights found in Longenecker/Petty/Palich/Hloyda's market-leading SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 19E. This market-leading book covers the practical concepts, entrepreneurial insights, and comprehensive resources you'll need to start both now and throughout your management future. The book places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The authors provide the background you need to create, manage, and analyze a business plan for your own venture. Unforgettable examples, current cases and coverage of the most current developments in business management today keep this engaging book as current and practical now as it was when it led the market with its first edition more than 50 years ago. Important Notice: Media content referenced in the product description or the product text may not be available in the ebook version.

Entrepreneurship is the process of starting a business or other organization. The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure. Entrepreneurship operates within an entrepreneur ecosystem. Contents: Preface 8 What Are Interpersonal Skills and Why Are They Important to Entrepreneurs? 11.1 What Are Interpersonal Skills? 10.2 Soft Skills: A Topic of Study and Consideration Throughout History 10.3 How Does Developing Your Interpersonal Skills Make You a Better Entrepreneur? 11.1.4 Keys From Chapter 1 12.1.5 Quiz - Reviewing Concepts From Chapter 1 13.1.6 Answers to Quiz For Chapter 1 15.2 Communication Skills That Set Business Leaders Apart 17.2.1 Why Are Communication Skills Important for a Business Owner? 17.2.2 Active Listening and How It Can Boost Your Sales 19.2.3 Common Barriers to Communication 26.2.4 Body Language: What People Are REALLY Saying 28.2.5 How to Communicate Effectively through Multi-Media Outlets 33.2.6 Key Points from Chapter 2 38.2.7 Quiz - Reviewing Concepts From Chapter 2 38.2.8 Answers to Quiz From Chapter 2 40.3 Public Speaking Tips for Business Leaders 42.3.1 Be Prepared 42.3.2 Stay Positive 43.3.3 Tell 'Em a Story 44.3.4 Don't be Self-Conscious 45.3.5 Seek Professional Help 45.3.6 Key Points from Chapter 3 45.3.7 Quiz - Reviewing Concepts From Chapter 3 46.3.8 Answers to Quiz From Chapter 4 47.4 Winning Persuasion and Negotiating Skills 49.4.1 Winning Persuasion Tactics for Business Management 49.4.2 Build Stronger Relationships As You Negotiate 52.4.3 Key Points from Chapter 4 54.4.4 Quiz - Reviewing Concepts From Chapter 5 56.5.1 Quiz - Reviewing Concepts From Chapter 5 56.5.2 Quiz - Reviewing Concepts From Chapter 5 56.5.3 Keys From Chapter 5 56.5.4 Quiz - Reviewing Concepts From Chapter 5 56.5.5 Quiz - Reviewing Concepts From Chapter 5 56.5.6 Quiz - Reviewing Concepts From Chapter 5 56.5.7 Key Points from Chapter 5 63.5.8 Answers to Quiz From Chapter 5 65.6 Resolving Conflict 66.6.1 Conflict Resolution in The Workplace 66.6.2 Learn and Practice Assertive Communication Skills 66.6.3 Establish Healthy Boundaries 67.6.4 Seek First to Understand 67.6.5 Keys From Chapter 6 68.6.6 Quiz - Reviewing Concepts From Chapter 6 68.6.7 Answers to Quiz From Chapter 6 70.6 Executive Education-170x115-B2.indd 1 18-08-11 15:13 7 Be A Source of Inspiration 72.7.1 Integrity 73.7.2 Empathy in the Workplace 73.7.3 Validate Emotions 73.7.4 Be Part of the Solution 74.7.5 Keys From Chapter 7 74.7.6 Quiz - Reviewing Concepts From Chapter 7 74.7.7 Answers to Quiz From Chapter 7 76 Resources 78

This insightful Handbook focuses on behaviour, performance and relationships in small and entrepreneurial firms.

An updated third edition of the most comprehensive guide to small business success Whether you're a novice entrepreneur or a seasoned pro, TheSmall Business Bible offers you everything you need to know to build and grow your dream business. It shows you what really works (and what doesn't!) and includes scores of tips, insiderinformation, stories, and proven secrets of success. Even if you've run your own business for years, this handy guide keeps you up to date on the latest business and tech trends. This ThirdEdition includes entirely new chapters devoted to social media,mobility and apps, and new trends in online discounting and groupbuying that are vital to small business owners everywhere. New chapters include: How to use Facebook, Twitter, and other social media tools to engage customers and potential stakeholders How to generate leads and win strategic partnerships with LinkedIn How to employ videos and YouTube to further your brand What you need to know about coupon and group discounts What mobile marketing can do for your business Give your small business its best shot by understanding the best and latest small business strategies, especially in this transformative and volatile period. The Small Business Bible offers every bit of information you'll need to know to succeed.

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 creating and managing an effective economic, financial and legal strategy for small business owners. This edition is based on solid 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 plans 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.

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. 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.
For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful business. Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 11th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today’s successful entrepreneurs, students learn how to become a better business owner such as workbooks, cheat sheets and reference guides. You also receive lifetime access to our online coaching community to help you achieve all of your goals and turn a profit, this book acts as an invaluable blueprint for your path to entrepreneurial success. Colwell’s clear writing style makes it easy to follow along and understand the concepts being discussed. This book is perfect for the millions of brave, courageous, and strong individuals who plan to start or run a small business during one of the most challenging times in recent memory, Small Business Revolution is an indispensable guide to helping your enterprise survive and succeed during unprecedented challenges. 

For undergraduate and graduate courses in entrepreneurship and/or small business management. Discover how to successfully launch and manage a small business. Open your students’ minds to the possibilities, challenges, and rewards of becoming a small business owner with Entrepreneurship and Effective Small Business Management. This text provides students with the tools they need in order to launch and manage a small business. This Eleventh Edition continues to provide students with a practical, hands-on approach to launch a business that has the greatest chance for success. This edition features ten new cases and the most recent statistics, studies, surveys, and research about entrepreneurship and small business management. This program will provide a better teaching and learning experience—for you and your students. Here’s how: Get Students to Think Critically about Concepts: Cases challenge students to think critically about a variety of topics. Encourage Students to Apply Concepts: Practical exercises allow students to see how entrepreneurs are putting into practice the concepts that they are learning. Stay on the Cutting-Edge with Today’s Hottest Topics: Every chapter reflects the most recent statistics, studies, surveys, and research about entrepreneurship and small business management.

Offers practical advice for all areas of concern to the small business student, such as business plans, financing, location and layout, marketing, advertising and promotion, purchasing, inventory, crime, computers, human resource management, business law and government regulation.

Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn’t always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you. Create a financial model to acquire the business of your dreams. Understand the negotiating process. Avoid the pitfalls that could derail your search Understand why a "doll" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

This program can help your students become successful in creating and running a small business. Its focus is on selecting a business, preparing a business plan, and managing an ongoing operation. Entrepreneurship and small businesses are the basis for economic development all over the world. They play an important role in employment, income and societal changes, particularly in transition economies. The systemic social and economic changes which underlined the early stage of transition created the conditions for the development of entrepreneurship and small firms. This book employs various strands of theories of entrepreneurship, theories of growth of the firm and the new institutional economics approach in order to develop a more integrated framework for the investigation of the determinants of entrepreneurial activity and small business growth in the transition and post-conflict economy of Kosovo. (Imprint: Nova Press)

The ultimate beginner's guide to starting a business: Have you ever dreamt of starting your own business and living life on your terms? This book shows you EXACTLY what you need to know to stand out from the crowd! Do you have an idea for an amazing product or service but you aren't sure how to build a business around it? Then you NEED this book. Buy now and start reading today! Are you a current business owner who struggles to identify your customers and deliver true world-class value? Everything you need to know is included in these pages! Do you want to build your hobby business into a fully-fledged venture that will help you build the life you deserve? Then you NEED this book. Buy now and start reading today! The most comprehensive guide ever developed for starting and growing a business! In the highly competitive world of business, what makes or breaks a new entrepreneur? Sourced from over twenty years of firsthand experience working with entrepreneurs, new ventures, and high-growth startups, author Ken Colwell, PhD, MBA has the answers. In his comprehensive Starting a Business QuickStart Guide, Ken Colwell concisely presents the core fundamentals that all new entrepreneurs need to know to get started, succeed, and live the life of their dreams. Business and entrepreneurship students, small business owners, managers, and soon-to-be entrepreneurs will all find a wealth of value within the pages of the Starting a Business QuickStart Guide. From the very first steps conceptualizing your venture to winning your first customers, delivering value, and turning a profit, this book acts as an invaluable blueprint for your path to entrepreneurial success. Colwell's clear voice, extensive experience, and easy-to-understand presentation come together to make this book a must-have resource in the library of every budding entrepreneur! Starting a Business QuickStart Guide is Perfect For: - Would-Be Entrepreneurs With A Ton of Passion! - Entrepreneurial Students of All Ages! - Beginners with Zero Prior Experience! - Managers, Business Owners, and Decisions Makers Growing into a New Role! You'll Discover: - The Difference Between an Idea and an Opportunity! - What Makes an Entrepreneurial Opportunity Great! - The Very First Steps You Need To Take To Get Your Venture Off The Ground! - Pricing, Competition, Customer Identification, Marketing, and Distribution Demystified! - The REAL Components of an Entrepreneurial Mindset! - Exactly How To Craft Your Value Proposition! - How to Write a Comprehensive Business Plan! **LIFETIME ACCESS TO FREE RESOURCES & BUSINESS SUPPORT** Each book comes with free lifetime access to tons of exclusive online resources to help you become a better business owner such as workbooks, cheat sheets and reference guides. You also receive lifetime access to our online coaching community to help you achieve all of your
financial goals!.* *GIVING BACK: * ClydeBank Media proudly supports the non-profit AdoptAClassroom whose mission is to advance equity in K-12 education by supplementing dwindling school funding for vital classroom materials and resources.* *CLASSROOM ADOPTION:* Teachers and professors are encouraged to contact the publisher for test banks and classroom presentation materials.

Amid the COVID-19 pandemic, small businesses are especially vulnerable. This is one of the first books that explicitly examines the linkage between crisis and entrepreneurship with a specific focus on small businesses. The book adopts a holistic approach and outlines strategies that small business owners can utilize as well as business opportunities that are available in these new market conditions. It also provides a comparative analysis of the current and future market conditions to enable a better understanding of how institutional structures can facilitate or hinder growth. The book also goes on to explain why and how creativity and innovation can help to mitigate the impact of such a crisis on business and highlights why business continuity is especially crucial to family-owned businesses. This timely publication will help to guide small business owners and entrepreneurs to maintain business continuity and build up their resilience in a challenging business climate.

Entrepreneurship: Start A Small Business, Effectively Manage Your Time And Become Extremely Persuasive With These Practical Guides Book #1: Small Business: First-Time Business Owner Manual: How To Start A Small Business - A Practical 10 Step Action PlanDiscover the huge potential of making it "BIG" with a "small" business in this comprehensive and to the point beginner’s guide! In this book you will find just how easy it is to get on the right track when it comes to leveraging that big "small business idea" of yours towards the greatest degree of success. You will learn exactly how the "small" things in life are really the "biggest" when you see the dreams you have envisioned, unfold right before your eyes. Here Is A Quick Preview Of What's Inside Step One - Idea Generation Step Two - Proper And Solid Research Step Three - The Business Plan Step Four - Getting Your Finances In Order Step Five - Choosing A Business Structure Step Six - Selecting And Registering Your Business Name Step Seven - Necessary Licenses And Permits Step Eight - Location, Location, Location Step Nine - Choosing An Accounting System Step Ten - Promoting And Marketing Your Small Business Book #2: Time Management: Take Back Control Of Your Schedule, Skyrocket Your Productivity And Get More Done Stress-FreeYou are about to discover evidence about how everyone has to know about effective time management, and how to get your life back and get more work done stress free. In this book you will learn all about effective time management and how you can benefit from such a skill regardless of who you are or what you do. You will learn how to set boundaries and when to say no without feeling bad about yourself. You will learn how to create a healthy and productive morning ritual, that will dramatically increase your productivity for the rest of the day. Here Is A Quick Preview Of What's Inside What Everyone Ought To Know About Effective Time Management How To Set Boundaries And Learn To Say No - Kind People Say No Too How To Create A Productive Morning Routine - Daily Planning 101 How To Make The Art Of Prioritization - There Is A Difference Between Important And Urgent Multitasking - Ally Or Enemy? How To Eliminate Distractions And Get More Work Done In Less Time Book #3: Negotiation: How To Become Extremely Persuasive: 10 Negotiating Strategies To Get What You Want Anytime AnywhereYou are about to discover what every single one of us should know about the art of negotiation, how to improve your negotiation skills and overcome any objections in business and in life! Here Is A Quick Preview Of What's Inside Negotiation 101: What It Is And Why It Is So Important Preparation Is KEV: Have You Done Your Research? Killer Negotiation Strategies: 10 Ways To Become Extremely Persuasive How To Negotiate Anything, Anytime, Anywhere And 6 Questions You Should Be Asking The 6 Most Common Objections And How You Can Overcome Them Evaluating The Outcome And Closing The Deal - And When Not To Grab Your Corpus Right NowPublic policy interventions aimed at encouraging, supporting and developing small businesses are important for understanding entrepreneurship and small business management. This textbook is the first to provide teachers and students with a resource that gives an overview of how institutional and policy structures interact with small firm start-ups, contagion and succession/failures. Beginning with a brief introduction to policy processes, the text covers the main policy instruments for entrepreneurial market entry and start-up support, for on-going small business advice and financial support, and succession planning. It particularly focuses on policies that improve the Business Enabling Environment through macroeconomic policy, institutional reform, and deregulation of bureaucratic burdens. Theoretical rigour is complemented by detailed assessments of current policies around the world, including USA, advanced and emerging economies and Policy support from global institutions such as the World Bank and the ILO are included. Written by a pre-eminent scholar of public policy and entrepreneurship, this textbook provides a concise but thorough introduction to the subject for Master's students internationally. Policy recommendations in the author’s conclusion also highlight the book’s value to policy-makers as they adapt to the globalized, digital world.

Small Business Management provides a balanced introduction to both entrepreneurship and small business management with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues including global opportunities, service, quality and technology are highlighted throughout the text. The streamlined format allows instructors to cover the entire text of 18 chapters within a standard semester timeline without sacrificing important topics. The Fourth Edition features an increased emphasis on small business ownership by women and minority groups. The online Business Plan Guide and templates provide some of the most extensive information available on business planning. The text also includes a complete sample business plan.

This text introduces the world of small business and details its diverse management aspects. It also presents the most current concerns of small business today, including the expanding world of electronic commerce. Running a small business provides opportunity for greater success, increased growth, and potentially the chance to move to the global business arena, yet also much more risk. Small businesses not only have less employment, but also less annual revenue than a regular-sized business. With the growth of large corporations and chain businesses, it has become harder to maintain the survival of a small business. The COVID-19 pandemic has also brought more pressure on the already unsteady survival of small businesses, due to forced closures, decreased agility, fewer technological innovations, and smaller customer bases. The Research Anthology on Small Business Strategies for Success and Survival offers current strategies for small business owners in order to maintain the small business. With the proper strategies available to small business owners, small businesses could not only survive, but also excel despite the environment that surrounds them. Covering topics including decision management, new supportive technologies, sustainable development, and micro-financing, this text is ideal for small business owners, entrepreneurs, startup companies, family-owned and operated businesses, restaurateurs, local retailers, managers, executives, academicians, researchers, and students.

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. Discover how to successfully launch and manage a small business. Open your mind to the possibilities, challenges, and rewards of becoming a successful small business owner with Effective Small Business Management. This text provides readers with the tools they need in order to launch and manage a small business. This edition features new and current examples, updated information on ethics and social responsibility, and several new pedagogical features.

For undergraduate and graduate courses in entrepreneurship and/or small business management. Discover how to successfully launch and manage a small business. Open your mind to the possibilities, challenges, and rewards of becoming a small business owner with Entrepreneurship and Effective Small Business Management. This text provides students with the tools they need in order to launch and manage a small business. This Eleventh Edition continues to provide students with a practical, hands-on approach to launch a business that has the greatest chance for success. This edition features ten new cases and the most recent statistics, studies, surveys, and research about entrepreneurship and small business management.

Exceptionally practical, this best-selling manual teaches budding entrepreneurs the “hands-on” tools and techniques for launching and managing a small business the right way — and to imbue it with the staying power necessary to succeed and grow in the hostile competitive environment of the 21st century. The volume details the challenges and rewards of entrepreneurship, building the business plan, marketing strategies, finding financing, location and layout, techniques for enhancing profitability, managing people and the legal aspects of entrepreneurship. For small business owners and potential business owners.

Introduces he 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.
Now in its 5th edition this comprehensive, practically focused and highly accessible text explores the contexts, choices and strategies facing the small business venture, including extensive coverage of planning a new venture. Pedagogical features developed in response to market feedback include running case material to explore the same case situation from a number of different but interrelated angles, annotated further reading, new chapter-end real world case studies, learning objectives and linked chapter summaries – providing a student- and lecturer-friendly learning environment.Students on modules such as Personal Development and Effectiveness, Study Skills, Management Skills, Business Skills, Business Communication, Business Awareness, Managing Oneself and Others at – for example – BABs/BABA, HND/HNC, DMS, MBA levels will all find this a hugely valuable text through study and working life.

Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical thinking skills they need to position themselves for enduring small business success. Now in its Eighth Edition, "Essentials of Entrepreneurship and Small Business Management" teaches students how to successfully launch and manage a small business with staying power. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, a diverse set of students can develop potent business acumen in the classroom. These skills give them a unique advantage in a hotly competitive environment, transforming their passion, creativity, and ambition into the force that drives the world's economy. "Essentials of Entrepreneurship and Small Business Management" contains a multitude of student- and instructor-friendly features, almost all of which have been updated in this new edition.

Concise, Contemporary, and Practical
The ideal tool for the next generation of entrepreneurs! A time-tested book that today's students need to master the most essential and critical issues involved in starting and managing a successful new business venture. Take a look! New Sections on "Building a Business Plan," and "Putting the Business Plan to Work." Sample business plan for Sluggers, an indoor pitching/batting cage, included both in the text "and" on the Web site. A dedicated Web site at www.prenhall.com/zimmerer includes numerous links to relevant small business sites, complete chapter summaries with quizzes, and other valuable teaching and learning resources.

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

The author's diverse academic backgrounds in management, marketing and finance have enabled them to provide well-balanced coverage of small business issues.

In 2017 34% of the workforce was considered part of the gig economy. This growing workforce of freelancers and side-giggers is also estimated to grow to 43% by 2020. That's 4 million freelancers, soon to be 7 million by 2020. Whether it's people looking to earn extra cash, those tired of their 9-to-5, to entrepreneurs looking to grow their side hustle, Entrepreneur is uniquely qualified to guide a new generation of bold individuals looking to live their best lives and make it happen on their own terms. Whatever industry or job this new workforce takes, Start Your Own Business will guide them through the first three years of business. They'll gain the know-how of more than 30 years of collective advice from those who've come before them to: How to avoid analysis paralysis when launching a business Tips for testing ideas in the real-world before going to market with insights from Gary Vaynerchuk Decide between building, buying, or becoming a distributor What to consider when looking for funding from venture capitalists, loans, cash advances, etc. Whether or not a co-working space is a right move Tips on running successful Facebook and Google ads as part of a marketing campaign Use micro-influencers to successfully promote your brand on social media

For courses in small business management, entrepreneurship, and new venture creation and/or management. The foundation to building a successful business Taking a practical, hands-on approach to entrepreneurship, this text equips students with the tools and critical-thinking skills they need for business success. Now in its 9th Edition, Essentials of Entrepreneurship and Small Business Management teaches students how to successfully launch and manage a business. By dissecting case studies, examining successes and failures in the context of the market, and observing the tactics used by today's most successful small business ventures, students can develop the skills that will give them a unique advantage in a hotly competitive environment.

The new edition of this market-leading textbook provides a holistic introduction to the academic study of entrepreneurship and offers practical guidance for prospective entrepreneurs. Adopting a life-cycle view of a business from start-up to maturity, it explores the many stages and forms of entrepreneurship. With an international outlook and expert synthesis of both theoretical foundations and lessons from real-life business practice, the book offers a complete course guide, fostering entrepreneurial talent, thinking and skills. The author's engaging style and unrivalled expertise drawn from a long-ranging career (as an academic, accountant and entrepreneur) make the book accessible and authoritative. This is an ideal textbook for those studying Entrepreneurship or Small Business on undergraduate business or management degree courses, as well as MBA programmes. It will also appeal to those looking to launch their own businesses. New to this Edition: - Updated international case studies from entrepreneurs and small businesses, ranging from Oman to Australia - First-hand, detailed stories from real-life entrepreneurs in brand new video interviews integrated throughout the text - Increased and integrated coverage of social and civic enterprise and hot topics such as effectuation and lean entrepreneurship

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