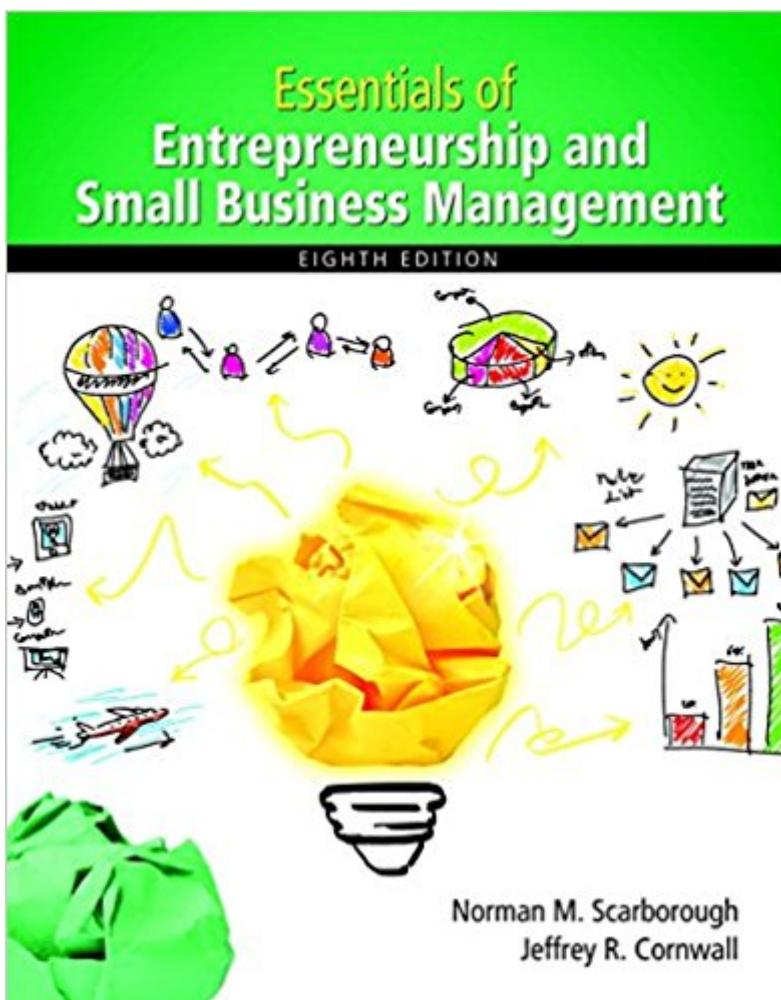


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# Essentials Of Entrepreneurship And Small Business Management (8th Edition)



## Synopsis

For courses in Small Business Management, Entrepreneurship, New Venture Creation, and New Venture Management. The Foundation to Building a Successful Small Business 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.

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: 0134422538 / 9780134422534 *Essentials of Entrepreneurship and Small Business Management* Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package Package consists of: 0133849627 / 9780133849622 *Essentials of Entrepreneurship and Small Business Management* 0133974200 / 9780133974201 MyEntrepreneurshipLab with Pearson eText -- Access Card -- for *Essentials of Entrepreneurship and Small Business Management*

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## Customer Reviews

Bought this for a class, but I would recommend it to anyone looking for a complete, clear and well laid out discussion of small business management. This text walks you from beginning concepts to selling the business and everything in between. It is a book you will keep and refer to often. It has meaningful chapter summaries, discussion questions, and practical activities, all designed to give the reader aware the practical knowledge of what they need to know. The text is a bit small, but the information is excellent and worth the price of readers if needed.

Normally, I sell my textbooks back every year, but this in one that will end up in my permanent collection. Whether you are a student requiring this text or a small/business owner or someone looking to start a business, this book is for you. EXCELLENT MUST HAVE information for the entrepreneur! Many, many highly intelligent and creative people start businesses and they fail not due to a poor idea or lack of ability, but a lack of planning and cohesive strategy. This book will help you lay out a winning plan for your business and mitigate many risks and pitfalls that others have learned the hard way. Save yourself the heartache of failing to plan for your success! A+ recommended for ANY business owner or person with a dream!

This is a solid introductory text in small business management. It is essential reading for anyone thinking of starting a business or investing in someone else's venture. I bought it because it was assigned for a summer course at the Isenberg School at UMass Amherst. I have no complaints. The chapters are long but every page is packed with useful knowledge. The authors make extensive use of real-world examples. Students should keep this book as a desk reference as they begin careers as entrepreneurs or managers.

I've had to buy a lot of business textbooks in the past, but because this book has been such a good resource, I plan on keeping it and not reselling. It is one of the best all around resources if one wants to get a small business up and running. It has enough breadth to understand the total small business picture, but it doesn't get mired in weeds. I wish more textbooks were written in this style.

Great book, I had to read this for a business class of mine and I am glad that our teacher picked a

book that really was easy to understand all of the concepts about entrepreneurship. I had my own small business and I used this book for whenever I had an issue and I needed some clarification on. I would recommend to buy this book if you don't have it, and for the people that already have it but want to get rid of it, I wouldn't. The reason being is that it is very good to be able to refer back to a book that teaches you the basics of entrepreneurship and small business management.

Wow. If you are thinking of starting a business, buying a business or if you are undecided, this book will be a valuable asset. In dept, rich, insightful, clear, applicable. It will stay on my bookshelf, the one right beside my desk. Cant say enough good things. Great book well written, well organized, flows, good vision...Yes, I recommend it.

This worked perfect. Good info and helpful for our class. The book was pretty worn out from previous use, but still worked great.

The book came in as used, as expected, but as long as I can use it for school, it's perfect.

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