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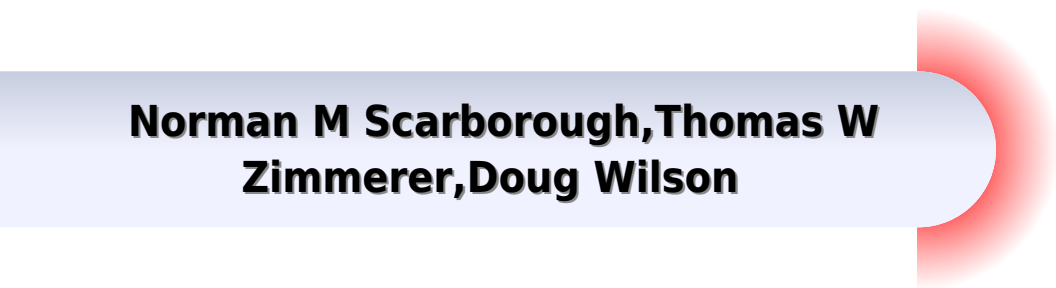
ESSENTIALS OF Entrepreneurship *and* Small Business Management



Norman M. Scarborough
Jeffrey R. Cornwall

Small Business Management Essentials Of Entrepreneurship

**Norman M Scarborough, Thomas W
Zimmerer, Doug Wilson**



Small Business Management Essentials Of Entrepreneurship:

Small Business Management: Essentials of Entrepreneurship Lawrence A. Klatt, 1973 **Essentials of Entrepreneurship and Small Business Management** Thomas Zimmerer, Norman M. Scarborough, Douglas L. Wilson, 2008

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Essentials of Entrepreneurship and Small Business Management Norman M. Scarborough, Jeffrey R. Cornwall, 2014. 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*. *Resource Book of Small Business Management: Training and Education at Community and Junior Colleges*, 1980. Essentials of Entrepreneurship and Small Business Management Thomas Zimmerer, Norman M. Scarborough, 2002. The tool that today's students need to master the most essential issues involved in starting and managing a successful new business venture. The first book in the field to have an entire chapter on E-Commerce. FEATURES: New Chapter 15 E-Commerce and the Entrepreneur serves as a guide to conducting business on the web. New Chapter 2 Inside the Entrepreneurial Mind: From Ideas to Reality discusses the creative process entrepreneurs use to create business ideas. You Be the Consultant feature challenges students to apply what they've learned. Each chapter has two of these boxes which pose a problem situation with questions to focus attention on key issues. A dedicated Web site at www.prenhall.com/zimmerer includes Internet exercises, author updates, and over 1,000 links to relevant small business sites. **Essentials of Entrepreneurship and Small Business Management, Student Value Edition** Norman Scarborough, Jeffrey Cornwall, 2018-01-05. NOTE: This edition features the same content as the traditional text in a convenient three-hole punched

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