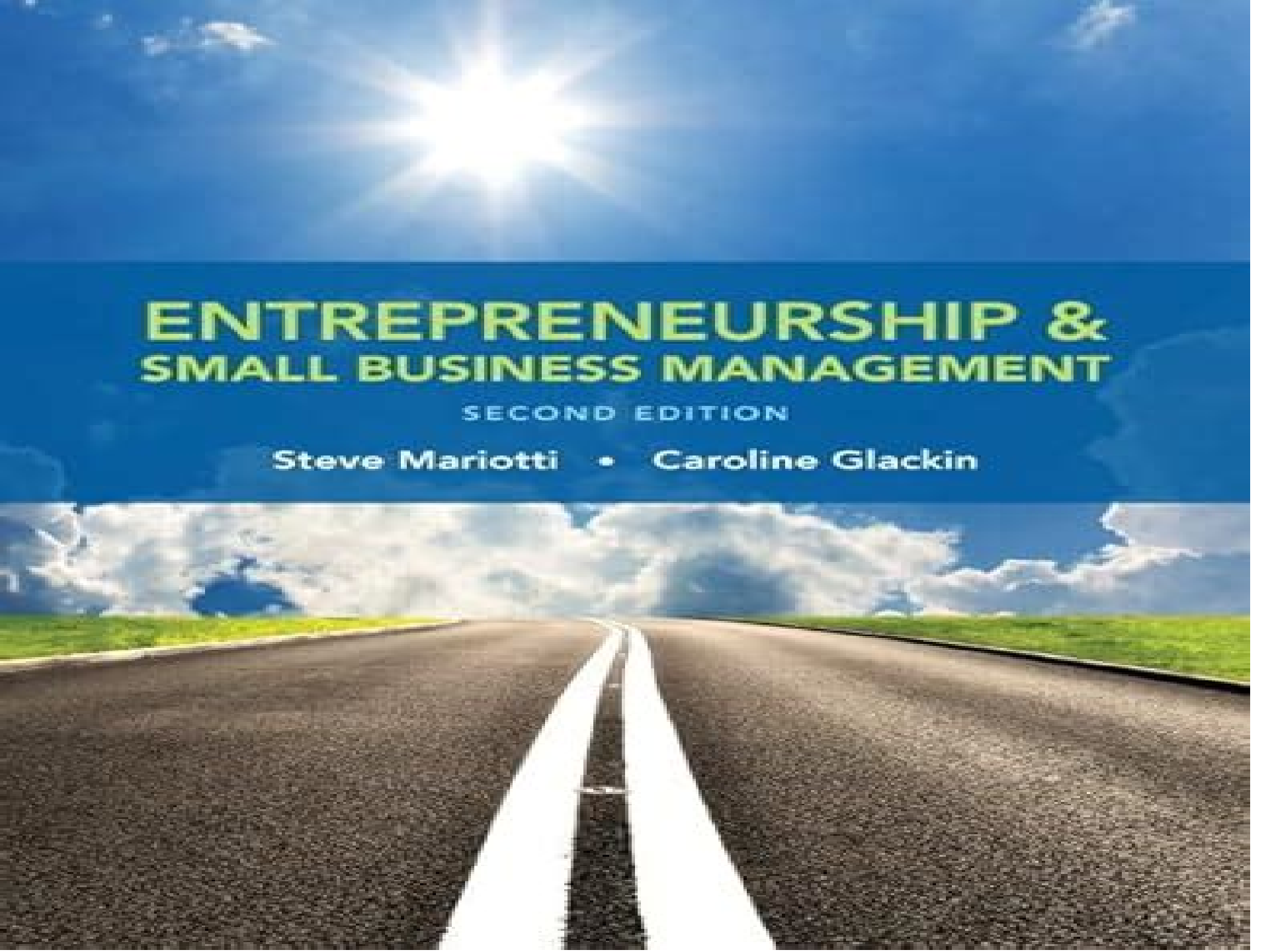




ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT

SECOND EDITION

Steve Mariotti • Caroline Glackin

Small Business Management And Entrepreneurship

Tim Mazzarol, Sophie Reboud



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Business Management takes a pragmatic how to perspective illustrating many practical examples and applications from the business world It explains how to achieve optimum benefits from the limited resources available to small firms as well as how to plan for growth and succession in a business It also explores arguments both for and against owning a small business The enhancements to the seventh edition serve to strengthen and reinforce without minimizing or losing the original qualities and usefulness of the textbook The business plan remains a very important building block for this edition in both examples and format

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