

Librería
Bonilla y Asociados
desde 1950



Título: Small Business Management: Entrepreneurship And Beyond

Autor: Hatten

Precio: \$1965.00

Editorial:

Año: 2005

Tema:

Edición: 3ª

Sinopsis

ISBN: 9780618640195

Hatten offers a balanced look at both entrepreneurship and small business management concentrating throughout on how a small organization can achieve and maintain a sustainable competitive advantage.

The text also includes a full chapter on the business plan, plus two sample plans written by students for service and retail businesses.