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Título: Entrepreneurship: Owing Your Future (Student Activity Workbook)

Autor: Mariotti, Steve; Towle, Tony

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Sinopsis

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For courses in Entrepreneurship, Small Business Management, How to Start your own business courses in continueing education. Written by an award-winning expert, Entrepreneurship: Starting and Operating A Small Business, First Edition, demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This book is based on a proven curriculum from the National Foundation for Teaching Entrepreneurship (NFTE) and draws from Steve Mariotti's 25 years of entrepreneurial teaching experience. Clear and energetic, it is supported by two business plan building software packages; BizBuilder and Business Plan Pro. Students will begin building their business plan 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. --