



Small Business Entrepreneurship: A Sourcebook

P.H. Mann

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Whether you're planning to start a business or seeking to kick-start an existing one, you need a comprehensive trove of data to overcome whatever challenges come your way. Three academic experts with a stellar track record of teaching entrepreneurship wrote this sourcebook so that you'll know what to do and how to do it. Professors can use the book to teach students about how small businesses operate. You'll learn how to write a business plan, obtain funding for your venture, deal with creditors, manage inventory, conduct business overseas, read profit-and-loss statements, manage cash flow, and act in a socially responsible manner. Checklists, forms, and step-by-step procedures that have been validated through years of business counseling enable you to respond to almost any situation with confidence. Case studies related to specific content areas, a comprehensive glossary, and a list of additional resources give you the tools you need when you need them. Whether you want to be an entrepreneur or just want to be a better one, you'll accomplish your goals with Small Business Entrepreneurship.

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