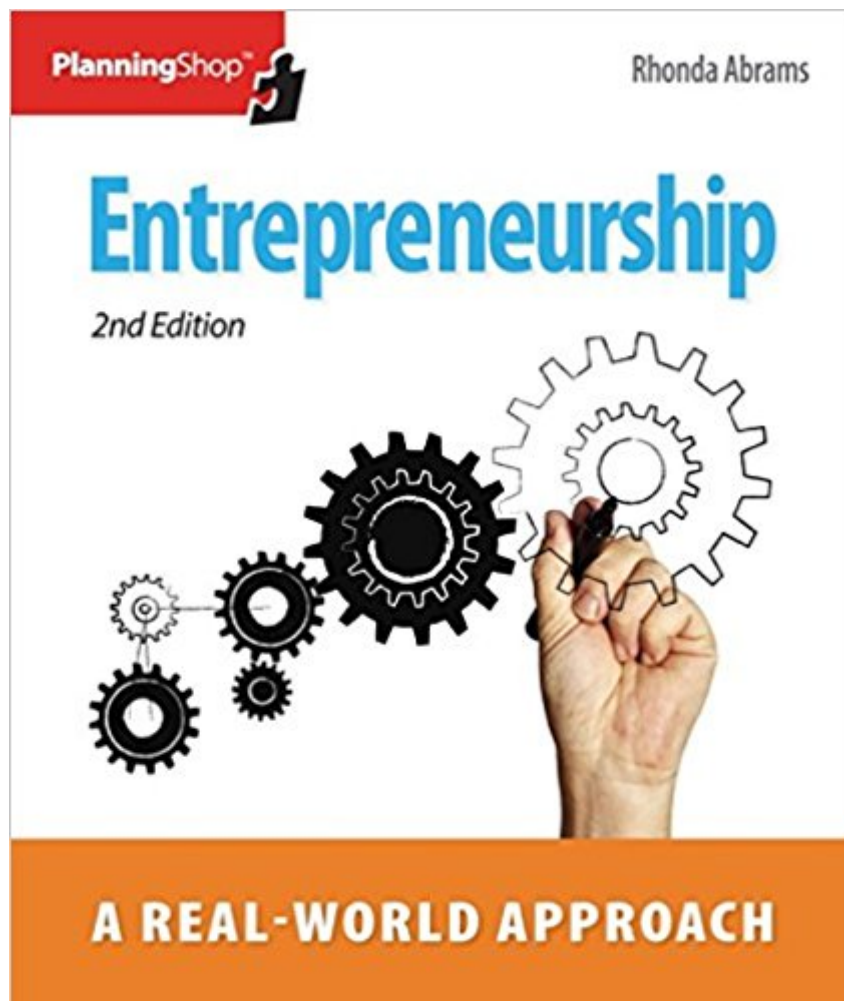




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Entrepreneurship: A Real-World Approach



Synopsis

A practical guidebook for people interested in starting a business with comprehensive coverage of all aspects of starting, running and growing a business. This book includes everything needed to launch a successful business now--expert strategies, up-to-date trends, business planning guidance, and inspiring real-world case studies, along with worksheets and critical thinking exercises to help would-be entrepreneurs be successful.

Book Information

Paperback: 536 pages

Publisher: Planning Shop; 2 edition (January 1, 2017)

Language: English

ISBN-10: 1933895519

ISBN-13: 978-1933895512

Product Dimensions: 8.2 x 1.2 x 9.8 inches

Shipping Weight: 2.6 pounds (View shipping rates and policies)

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Customer Reviews

"What separates Rhonda Abrams from the crowd? She is an expert in building successful small businesses. And she continues to create timely, meaningful and (most importantly) useful content for academics, students, and business owners like myself. This book is the definitive guide for anyone who either wants to be an entrepreneur or just wants to grow their own business." - Gene Marks, New York Times small business columnist

"I've been in business for over twenty-five years," says Abrams.

"And when I started my first business, I could never find a book like this one to guide me each step of the way. So I decided to write it myself."

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