



Entrepreneurship: Ideas in Action (Hardback)

By Cynthia Greene

Cengage Learning, Inc, United States, 2016. Hardback. Condition: New. 6th edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Students today realize that becoming a business owner is a career option. ENTREPRENEURSHIP: IDEAS IN ACTION 6E provides students with the knowledge needed to realistically evaluate their potential as a business owner. This text encourages students to examine all the major steps involved in starting a new business: Ownership, Strategy, Finance, and Marketing. As students complete the chapters, they will develop a business plan and learn what it takes to get an entrepreneurial venture off to a good start. Market research, budgeting, selecting a business location, and financing the business are covered using real-life examples that students can relate to. Information on online research and online business planning is also included.



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-- Mr. Jeremy Leuschke IV

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