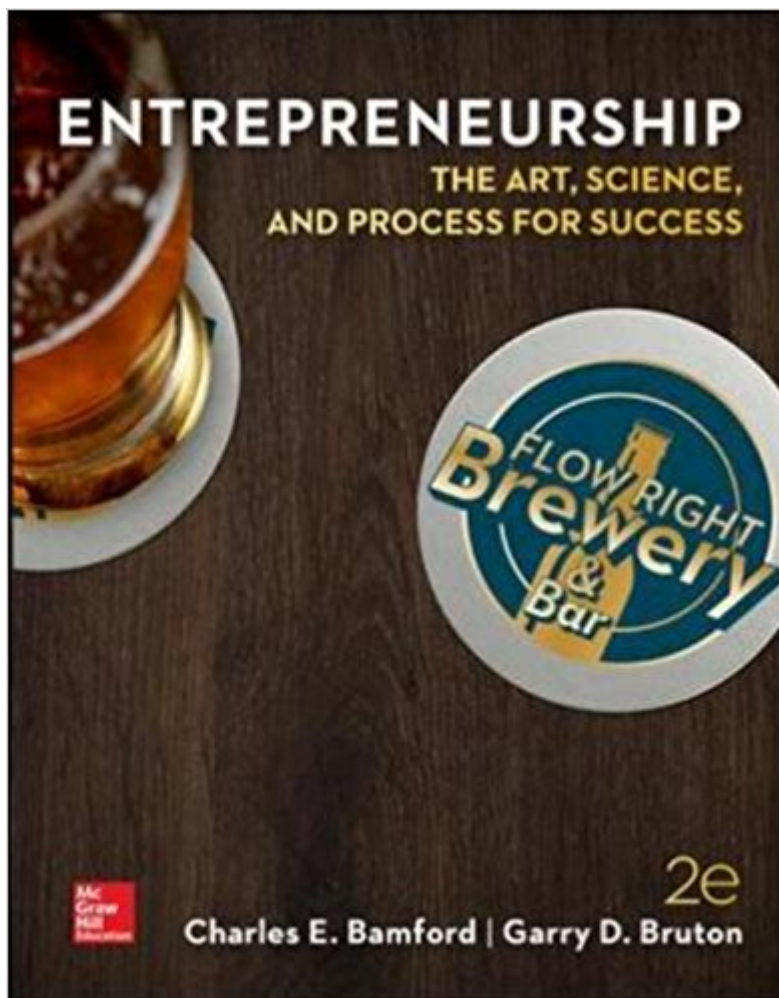




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ENTREPRENEURSHIP: The Art, Science, And Process For Success (Business Careers)



Synopsis

Note: This is a standalone book. Does not include access card Entrepreneurship: The Art, Science, and Process for Success, emphasizes three core tenets necessary to start an entrepreneurial venture: The Art of turning an entrepreneurial venture into a success. The Science of practice as the heart of starting and running a successful entrepreneurial venture. The Process that tie these two areas together into a coherent and organized business. With its adaptive learning tools, students learn the art, science, and process of designing, starting, and managing a small business. Through its real-world approach, students are placed in the roles of a financial analyst, marketer, and business owners, and think critically to develop their plan to survive in the ever-changing business world.

Book Information

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Customer Reviews

Like it

Just what I needed for school.

I absolutely loved this book for my entrepreneurship class. It doesn't go very in-depth, but it manages to touch on all the basic subjects very nicely. Perfect for an introductory level class, or just to get the basic concepts. It's fun and entertaining to read, and includes several story-examples

that continue throughout the book. I would highly recommend this book!

Rented for this semester seems to have all pages so far, however the cover is coming apart.

Good condition, and the content is easy read. Despite being an outdated textbook the content is still applicable

The best textbook on entrepreneurship, hands down. Great examples, detailed chapters, and I love the narratives of different entrepreneurship scenarios that follow throughout. If you need a textbook for your beginning entrepreneurship/small business class, no need to look any further!

This is a really great book for anyone who is thinking about starting their own business. Lots of really great information presented in an easy to understand way.

The book was simple and easy to comprehend. Fast shipping

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