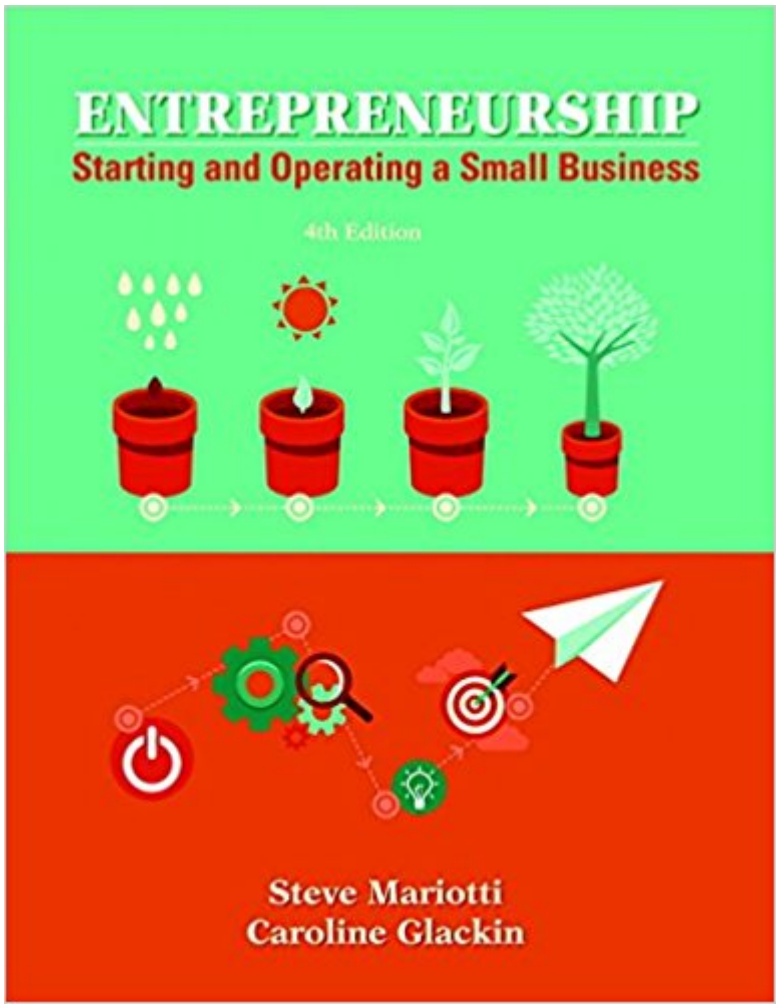
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Entrepreneurship: Starting And Operating A Small Business (4th Edition)



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Synopsis

For courses in Entrepreneurship, Small Business Management, and Starting a Business. Ã Â A Comprehensive, Practical Approach to Starting a Business For fledgling entrepreneurs and business readers, Entrepreneurship: Starting and Operating A Small Business untangles the complex economic, financial, and professional considerations surrounding business ownership and operations. Ã Â In its Fourth Edition, Entrepreneurship takes a critical look at contemporary entrepreneurial successes, allowing readers with a range of business interests to engage with and draw insight from the text. Balancing real-world case studies with thoughtful instruction, Entrepreneurship leads readers to develop their business plans step by step, at the end of each chapter. This approach allows readers to internalize different aspects of business ownership at a self-guided pace. Also Available with MyEntrepreneurshipLabTM This title is available with MyEntrepreneurshipLabÃ¢â ¬â •an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Ã Â Ã Â NOTE: You are purchasing a standalone product; MyEntrepreneurshipLab does not come packaged with this content. If you would like to purchase both the physical text and MyEntrepreneurshipLab search for: Ã Â 0134422562 / 9780134422565 Entrepreneurship: Starting and Operating a Small Business Plus MyEntrepreneurshipLab with Pearson eText -- Access Card Package, 4/e Ã Â Package consists of:Ã Â 0133934454 / 9780133934458 Entrepreneurship: Starting and Operating a Small Business 0133935876 / 9780133935875 MyEntrepreneurshipLab with Pearson eText -- access Card -- for Entrepreneurship: Starting and Operating a Small Business Ã Â

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Customer Reviews

Steve Mariotti, founder of the Network for Teaching Entrepreneurship (NFTE), is considered one of todayÃ¢â ¬â„¢s leading experts in education for at-risk youth.Ã Â In 1982, he changed career paths when he decided to leave the corporate sector and become a special education teacher in the New York City public school system. Ã Â MariottiÃ¢â ¬â„¢s first assignment was in the East New York section of Brooklyn, and his last was in the Fort Apache section of the South Bronx. During his six-and-a-half years teaching, Mariotti discovered he could successfully motivate even his most challenging students by teaching them how to run a business. This experience inspired him to create a new kind of program--the first to bring entrepreneurial education to low-income youth. Ã Â In 1987, Mariotti founded The Network for Teaching Entrepreneurship (NFTE). Today, NFTEÃ¢â ¬â„¢s mission is to provide entrepreneurship education programs to young people from low-income communities around the world.Ã Â NFTEÃ¢â ¬â„¢s programs have a proven track record of success, and the network is widely viewed as the thought leader in the field. NFTE is an active member of the Council on Foreign Relations. In 2013, Mariotti traveled to Southeast Asia as a guest of the U.S. State Department on a mission to spread entrepreneurial education to youth from emerging economies in the region. Ã Â Mariotti was recently nominated for a Pulitzer Prize for his work chronicling the lives of entrepreneurs worldwide for The Huffington Post and for a Nobel Peace Prize for his pioneering work in entrepreneurial education. A lifelong advocate for low-income students, Mariotti is the recipient of numerous awards including: Ã Â Ernst & Young Entrepreneur of the Year Award Bernard A. Goldhirsh Social Entrepreneur of the Year Award National DirectorÃ¢â ¬â„¢s Entrepreneurship Award from the Minority Business Development Agency of the U.S. Department of Commerce Association of Education PublishersÃ¢â ¬â„¢ Golden Lamp Award ACE/Currie Foundation Humanitarian Venture Award AmericaÃ¢â ¬â„¢s Top High School Business Teacher Ã Â In addition, Mariotti has been the subject of many national media profiles on such programs as ABC Evening News and 20/20. Ã Â He has authored and coauthored 34 books and workbooks on entrepreneurship, selling over 10 million worldwide and distributing many more copies for free to at-risk communities, including prisons.Ã Â His popular book The Young EntrepreneurÃ¢â ¬â„¢s Guide to Starting and Running a Small Business has recently been published in a new edition by Random House and is used to teach entrepreneurship from the United

States to China, India, and the Middle East.Ã Â Mariotti is a regular attendee and speaker at The World Economic Forum. Ã Â Raised in Flint, Michigan, Mariotti received his B.B.A in business economics and his M.B.A. from the University of Michigan, Ann Arbor. He has also studied at Harvard University, Stanford University, and Brooklyn College. He started his professional career as a treasury analyst for Ford Motor Company before founding his own company, Mason Import/Export Services. Ã Â Caroline Glackin, Ph.D., is a Ã¢â ¬Å“pracademicÃ¢â ¬Â• who has successfully worked as a microenterprise and small business owner and manager, as an executive director of a community development financial institution, and as an academic in areas of community development finance, entrepreneurship, and management. She is Entrepreneurship Faculty at the University of North Carolina - Fayetteville State University. She has been assisting entrepreneurs in achieving their dreams for over 30 years. Ã Â Glackin earned a doctorate from the University of Delaware, where her research emphasis was on microfinance. She received an M.B.A. from The Wharton School at the University of Pennsylvania and a B.A. from Bryn Mawr College. Her professional career began with the DuPont Company, American Bell, Bell Atlantic, and American Management Systems. She has consulted for businesses and not-for-profit agencies in turnaround and high-growth situations. After exiting a family business, she became the executive director of a community development financial institution serving businesses and not-for-profits. Ã Â Dr. Glackin has succeeded in leading change in the practical fields of her research and has received numerous honors and awards. These include the first Gloeckner Business Plan Award at The Wharton School, the Minority Business Advocate of the Year for Delaware from the U.S. Small Business Administration, and the She Knows Where SheÃ¢â ¬â„¢s Going Award from Girls Inc. Dr. Glackin cochaired the Delaware GovernorÃ¢â ¬â„¢s Task Force for Financial Independence. She has participated in the Cornell University Emerging Markets Think Tank Series and has presented her research and pedagogy at numerous professional conferences. Ã Â

This was a textbook for a class I took. It’s well organized, and the text defining terms and common usages was clear and easy to understand. The business profiles were more like something from a publicist: intended more to be entertaining and positive than strictly factual.

This is one of the great business book I possess.

I recommend , very good product!!!

I used this book during a college course on Entrepreneurship and thought it was very insightful, clearly written and covered the basics of starting a business very well. I even used some of the information covered in the chapters to tweak a few areas of my small business.

It worked out for my daughter.

Arrived Quickly, Cheap Price

I took an Entrepreneurship class in college a few years ago and we had to use this book. Reading this book was very interesting and helpful, more so than the class itself. I definatly knew I had to have this book, but I had rented it for class. When i saw what they were trying to charge for me to keep it I said, no way sadly. I then came to to purchase the book-what I should have done in the first place! Perfect book for those wanting to start a business. Very clear, straight to the point, and easy to read.Reading other reviews about a CD. When I had the book in college, it did not come with a CD, nor did the one I purchased on . Maybe a future edition will have a CD, but the seller here has not specified a CD. They tell you everything step by step in the book, so you really don't need a CD.

Good product, shipped fast. Would recommend.

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