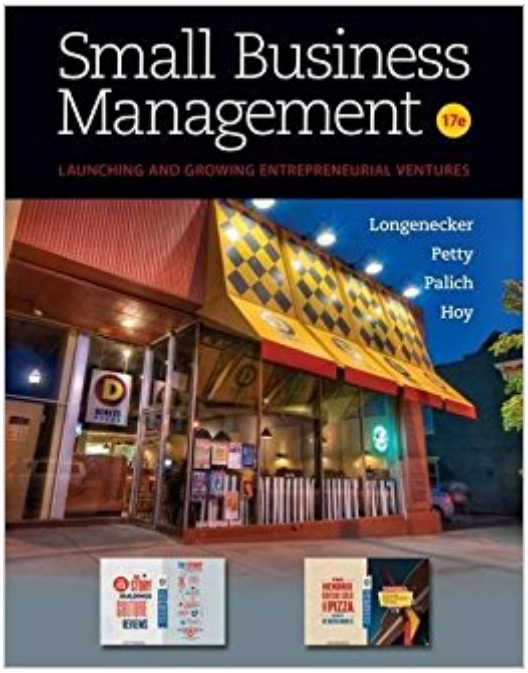
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Synopsis

Realize your dream for small business success with this market-leading book. SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. SMALL BUSINESS MANAGEMENT delivers solid coverage of the fundamentals of business management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago. Each edition builds upon past strengths with new innovations and breakthrough developments. SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections http://gocengage.com/infotrac.

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Customer Reviews

"I really enjoyed reviewing the text. I like having input on how the text that I utilize is designed. So

far, the students seem to like this text. They really enjoy the real-life examples. The examples give them hope that they can start a business too.""3 Strongest chapters: Chapter 1. Good stories for getting the student's interest Chapter 5: The Family Business. This is a common business model and was very relevant to some of my students. Chapter 6: The Business Plan: Because of the plan's importance to the success of a business."

Justin G. Longenecker established SMALL BUSINESS MANAGEMENT as a leader in the market from the first edition of the book 52 years ago. In addition to this market-leading text, he wrote a number of other business books and numerous articles in journals, such as Journal of Small Business Management, Academy of Management Review, Business Horizons, and Journal of Business Ethics. Longenecker was active in several professional organizations and served as president of the International Council for Small Business. In 2005, the United States Association for Small Business and Entrepreneurship (USASBE) honored him with the Max S. Wortman Lifetime Achievement Award. In addition, the selection as a USASBE Justin G. Longenecker Fellow is the highest recognition that the Association gives to individuals who have made an outstanding contribution to the development, furtherance and benefit of small and medium businesses. Justin Longenecker truly was a legend in his own time and continues to have profound influence through the lives of those who knew him. Longenecker grew up in a family business. After attending Central Christian College of Kansas for two years, he earned his B.A. in political science from Seattle Pacific University, his M.B.A. from Ohio State University, and his Ph.D. from the University of Washington. He taught at Baylor University, where he was Emeritus Chavanne Professor of Christian Ethics in Business until his death in 2005.Bill Petty is Professor of Finance and the W.W. Caruth Chairholder in Entrepreneurship at Baylor University, and has been named a University Master Teacher. He also helped establish the Baylor Angel Network where he now serves on the Board. He holds a PhD and an MBA from the University of Texas at Austin and a BS from Abilene Christian University, where he is a member of the University's Board of Trustees. He has taught at Virginia Tech University and Texas Tech University, and has served as the dean of the business school at Abilene Christian University. Petty's research interests include acquisitions of privately held companies, shareholder value-based management, the financing of small and entrepreneurial firms, angel financing, and exit strategies for privately held firms. He has served as co-editor for the Journal of Financial Research and editor of the Journal of Entrepreneurial Finance. He has published articles in a number of finance and small business journals and is the co-author of a leading corporate finance textbook Foundations of Finance. Petty has worked as a consultant for oil

and gas firms and consumer product companies. He also served as a subject matter expert on a best-practices study on shareholder value-based management, funded by the American Productivity and Quality Center, and he was part of a research team for the Australian Department of Industry to study the feasibility of establishing a public equity market for small- and medium-sized enterprises in Australia. He has served on the Board of Trustees for the Financial Management Association and currently serves on the Board of the United States Association of Small Business and Entrepreneurship (USASBE). Finally, he serves as the audit chair for a publicly traded energy firm.Leslie E. Palich is Professor of Management and Entrepreneurship and the W.A. Mays Professor of Entrepreneurship at Baylor University, where he teaches courses in Small Business Management, International Entrepreneurship, Strategic Management, and International Business to undergraduate and graduate students in the Hankamer School of Business. He is also associate director of the Entrepreneurship Studies program at Baylor. He holds a PhD and an MBA from Arizona State University, and a BA from Manhattan Christian College. Palich's research has been published in the Academy of Management Review, Strategic Management Journal, Journal of Business Venturing, Journal of International Business Studies, Journal of Management, Journal of Organizational Behavior, journal of small business management, and several other periodicals. Palich has taught entrepreneurship and strategic management in a number of countries in Europe and Latin America. His interest in entrepreneurial opportunity and small business management dates back to his grade-school years, when he set up a produce sale venture to experiment with small business ownership. That early experience became a springboard for a number of other enterprises. Since that time, he has owned and operated domestic ventures in agribusiness, automobile sales, real estate development, and educational services, as well as an international import business. Dr. Palich currently owns and operates Lead Generation X, an Internet marketing firm that employs cutting-edge promotional methods to serve its clients and their customers.Frank Hoy is the Paul R. Beswick Professor of Innovation and Entrepreneurship in the School of Business at Worcester Polytechnic Institute, where he serves as director of the Collaborative for Entrepreneurship & Innovation. Previously, he was director of the Centers for Entrepreneurial Development, Advancement, Research and Support at the University of Texas at El Paso (UTEP). Professor Hoy joined the WPI faculty in August 2009. He holds a BBA from the University of Texas at El Paso, an MBA from the University of North Texas, and a PhD in management from Texas A&M University. He was a faculty member in the Department of Management at the University of Georgia for 10 years, where he founded and directed the Center for Business and Economic Studies, coordinated the entrepreneurship curriculum, and served as state director of the Georgia Small

Business Development Center. In 1991, he returned to Texas to join UTEP as a professor of management and entrepreneurship and dean of the College of Business Administration. Hoy is a past president of the United States Association for Small Business and Entrepreneurship, which honored him in 2014 with the Max S. Wortman Lifetime Achievement Award. He is a past chair of the Entrepreneurship Division of the Academy of Management. His research has appeared in the Academy of Management Journal, Academy of Management Review, Journal of Business Venturing, and Family Business Review, and he is a past editor of Entrepreneurship Theory and Practice.

This book feels considerably overpriced for what it is. A greater wealth of knowledge rests in networking with the right professors and seasoned entrepreneurs or businessmen/women in major cities. I bought this book for a class I took and even though I was required to read a lot of sections from this book and the exams were based on its chapters, I hardly opened my textbook to actually read it on a page to page basis. I had tried so many times but I found much more readily available resources at my disposal (I'm a college student). The estimated amount of time I actually consulted this book was about 20 percent of the time (for the duration of one semester). Despite exams, in-class assignments, a comprehensive midterm, and a comprehensive final I still managed a 96 percent (Letter Grade: A).Sometimes, the book will explain terms and other names for business practices that sound foreign to seasoned and very successful businesspeople even professors who teach business management courses. The point I'm getting at is this textbook is very technical, but perhaps some of the terms it lists within its glossary are also known by another name and this book won't acknowledge that. If you have additional questions you may want to ask to professors or mentors, it will be less confusing to them if you provide the definitions for the ideas you have questions about.In an informal conversation with my professor, he even made a remark that this edition of the textbook is not at all better that its previous editions. Some content is actually taken out that are core to business management in proposals, financials, and marketing plans among other topics. He disagreed with the status of the current edition and mentions that he will not make the recommendation to his students to buy/rent this book for that reason.I'm just relieved that since this is the newest edition as of today (December 12, 2014), the market value for this book is still high which makes selling this book easier. In fact, the acquisition cost minus the sale revenue still led to a negative in profit. However, the difference was actually less than half the cost of a semester rental so I'm not sad one bit.It was a good business decision to buy the book at the newest edition but because the lackluster content plus the buyback amount (extremely close to the purchase

price), it just made sense to sell this book at the end.

This was interesting. It does teach people to not take initiative as leaders, if I remember correctly, and to hold underlings responsible for mishaps.

I am renting this book currently. When I received it I was disappointed that there was high-lighter markings in the book. Not a big deal though. I just hope they don't think it was me and charge me. On the plus side, it is a great price to rent this book and you get plenty of time until you must return it.

I bought this textbook for a small business management course that I am taking. I am very pleased with the quality of this book, and instead of selling at the end of the semester like most of my books, I will be keeping this one for future reference in my own business ventures. I compared costs through other websites and this was the best deal and I am happy with my choice.

Great book, delivery was quick and easy. The book I received has a few pages that were highlited and written on but it's still 100% legible

Exact what I needed

You can learn a lot from this book, especially you want to start up a small business.

Great price

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