

Essentials of Entrepreneurship and Small Business Management (7th Edition)

Norman M. Scarborough



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Essentials of Entrepreneurship and Small Business Management (7th Edition) Norman M. Scarborough Intended primarily for undergraduate courses in small business management or entrepreneurship, this text also provides practical content to anyone interested in starting their own business.

With a practical, "hands on" approach to entrepreneurship, this text aims to provide readers with the knowledge and tools they need to launch a business so that it has the greatest chance for success.

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