DESCRIPTION

A totally updated and revised new edition of the most comprehensive, reliable guide to modern entrepreneurship

For years, the Portable MBA series has tracked the core curriculum of leading business schools to teach you everything you need to know about business-without the cost of earning a traditional MBA degree. The Portable MBA in Entrepreneurship covers all the ins and outs of entrepreneurship, using real-life examples and handy tools to deliver clear, honest, practical advice on starting a successful business.

If you're planning to start your own business, you'd best start with the facts. This reliable, information-packed resource shows you how to identify good business opportunities, create a business plan, do financial projections, find financing, and manage taxes. Other topics include marketing, selling, legal issues, intellectual property, franchising, starting a social enterprise, and selling your business.

• Completely updated with new examples, new topics, and full coverage of topical issues in entrepreneurship

• Includes customizable, downloadable forms for launching your own business

• Comes with Portable MBA Online, a new web site that gives readers access to forms, study guides, videos, presentations, and other resources

• Teaches you virtually everything you'd learn on entrepreneurship in today's best business schools
Whether you're thinking of starting your own business or you already have and just need to brush up on entrepreneurial basics, this is the only guide you need.

ABOUT THE AUTHOR

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The Portable MBA Series, with more than 750,000 copies sold, provides readers with a continuing business education, providing comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

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