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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
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- 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.

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