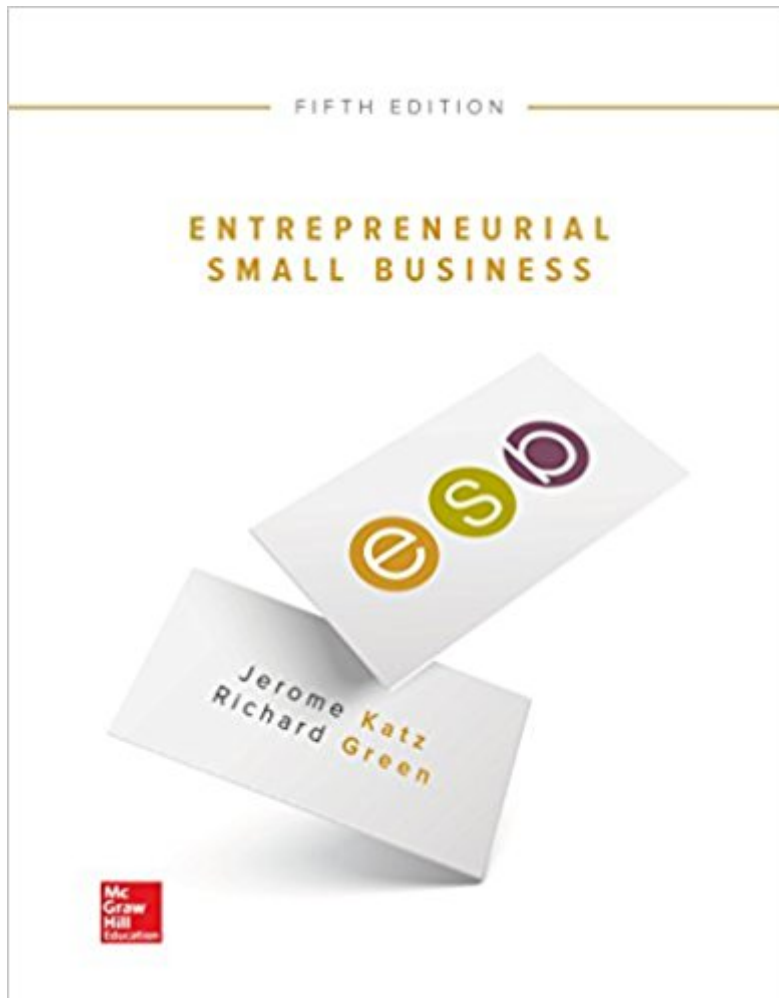




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Entrepreneurial Small Business (Irwin Management)



Synopsis

Entrepreneurial Small Business (ESB) provides students with a clear vision of small business as it is today. ESB focuses on the distinctive nature of small businesses that students might actually start versus high growth firms. The authors of ESB incorporate the latest findings and best practices from academic and consulting arenas, and recognize the distinction between entrepreneurs who aim to start the successor to .com or the pizza place around the corner. Entrepreneurial Small Business focuses on the small businesses students might actually start.

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