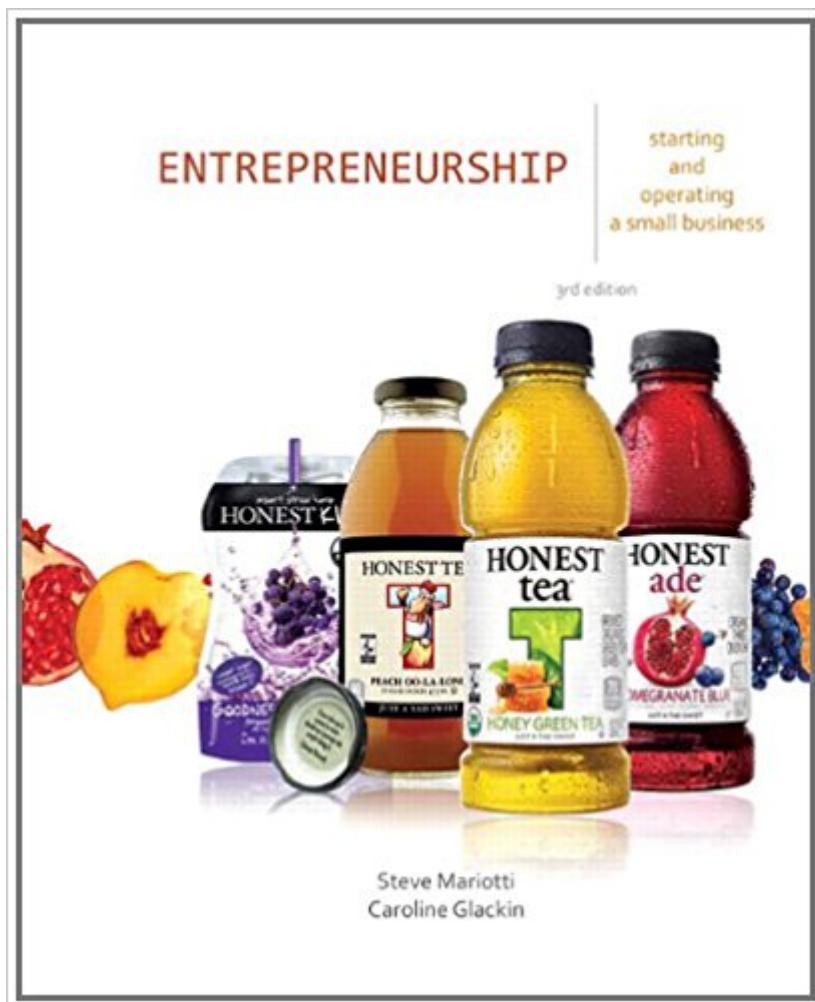


The book was found

Entrepreneurship: Starting And Operating A Small Business (3rd Edition)



Synopsis

Entrepreneurship: Starting and Operating A Small Business, Third Edition, demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginning business students. This edition is based on a proven curriculum from the Network For Teaching Entrepreneurship (NFTE) and includes new case studies, a new Honest Tea Business Plan, and more on topics such as cash flow and e-marketing. Drawing on the experience of Steve Mariotti and Caroline Glackin, students will begin building their business plan as soon as they open the text! In a step by step process students will learn how to start a small business, operate a small business and turn their ideas into viable business opportunities.

Book Information

Paperback: 592 pages

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Customer Reviews

Steve Mariotti, Founder & President of the National Foundation for Teaching Entrepreneurship (NFTE) is an expert in education for at-risk youth. For more than 20 years, he has been helping young people develop marketable skills by learning about entrepreneurship. Steve Mariotti received an M.B.A. from the University of Michigan and has studied at Harvard University, Stanford University, and Brooklyn College. His professional career began by serving as a Treasury Analyst for Ford Motor Co. (1976-79). He then founded Mason Import/Export Services in New York, eventually acting as sales representative and purchasing agent for 32 overseas firms. In 1982, he made a significant career change and became a Special Education/Business Teacher in the New York City school system, choosing to teach in notorious neighborhoods such as Bedford-Stuyvesant

in Brooklyn and the "Fort Apache" section of the South Bronx. It was at Jane Addams Vocational High School in the Bronx that he developed the insight and inspiration to bring entrepreneurial education to low-income youth. This led to founding the National Foundation for Teaching Entrepreneurship (NFTE) in 1987. For more information on NFTE and Steve Mariotti, visit: www.nfte.com --This text refers to an out of print or unavailable edition of this title.

This was a textbook for a class I took. It's well organized, and the text defining terms and common usages was clear and easy to understand. The business profiles were more like something from a publicist: intended more to be entertaining and positive than strictly factual.

This is one of the great business book I possess.

I recommend , very good product!!!

I used this book during a college course on Entrepreneurship and thought it was very insightful, clearly written and covered the basics of starting a business very well. I even used some of the information covered in the chapters to tweak a few areas of my small business.

It worked out for my daughter.

Arrived Quickly, Cheap Price

I took an Entrepreneurship class in college a few years ago and we had to use this book. Reading this book was very interesting and helpful, more so than the class itself. I definatly knew I had to have this book, but I had rented it for class. When i saw what they were trying to charge for me to keep it I said, no way sadly. I then came to to purchase the book-what I should have done in the first place! Perfect book for those wanting to start a business. Very clear, straight to the point, and easy to read. Reading other reviews about a CD. When I had the book in college, it did not come with a CD, nor did the one I purchased on . Maybe a future edition will have a CD, but the seller here has not specified a CD. They tell you everything step by step in the book, so you really don't need a CD.

Good product, shipped fast. Would recommend.

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