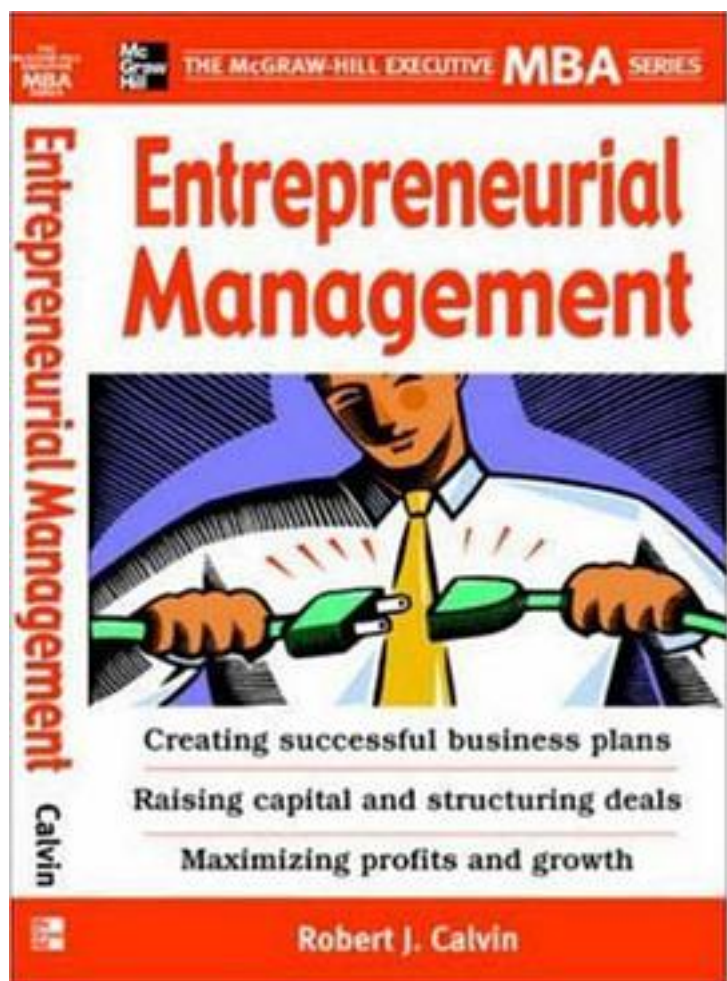


# Entrepreneurial Management



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出版者: McGraw-Hill

出版时间: 2004-12

装帧: Pap

isbn: 9780071450928

Book Description

From spotting the right opportunity and writing a successful business plan to raising capital, enhancing productivity, and building customer loyalty, Entrepreneurial Management helps budding entrepreneurs master the planning and growth issues required to make any new business a success.

From the Back Cover

A one-volume, MBA-level course for developing, launching, and growing a new business venture

Entrepreneurial Management details the tactical and strategic issues that are essential to starting a new business, from spotting the right opportunity to raising capital, enhancing productivity, building customer loyalty, and more.

Built around real-world examples of both successful and failed start-ups, with insightful analyses of the rise or fall of each, this handy paperback edition of a popular McGraw-Hill Executive MBA Series hardcover title features:

- \* Models for writing a clear and convincing business or strategic plan
- \* Techniques for targeting, evaluating, and obtaining alternate sources of financing
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